JANUARY 26, 1953

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IN THIS ISSUE:

22ND year

The Mennen Company *joins*

Piel Brothers *and*

The General Tire & Rubber Company

in bringing the best of the legitimate
stage to over a million viewers every week

"Broadway TV Theatre"

A Warren Wade Production

The only dramatic show on New York TV that...

repeats its performances, live, five nights a week

sells a different audience every night

amortizes the production costs of its sponsors.

Creative programming—and selling—explain why sponsors say:

It's Good To Be...on

WOR-TV *Channel* 9

XUM

WLS OPERATION GROCER best merchandising plan in its field

. . . . INCREASE CREAMETTES SALE 10% in eleven weeks

. . . . So says C. F. Meyer, Chicago District Manager for the Creamette Company. This is quite an accomplishment, particularly in view of the fact that six years continuous participation on FEATURE FOODS . . . the business-building WLS program that influences the buying habits of millions of housewives . . . already had more people buying Creamettes, and more stores selling Creamettes, than any other packaged macaroni in the Chicago area.

Mr. Meyer's letter speaks for itself.
"I am happy to report that Creamettes and Creamette brand Ready Cut Spaghetti have enjoyed an increase of 10% in sales during our participation in an eleven week cycle of WLS's OPERATION GROCER in the Chicago market. This increase is in comparison with a like period last year. I should like to add that this merchandising plan is the best in its field here in Chicago. Thank you for your merchandising support and cooperation."

OPERATION GROCER embodies all the essentials for success . . . radio advertising, newspaper advertising, point of purchase displays and display material . . . complete in one result-getting package, at very nominal cost. Better see your John Blair man . . . or contact us . . . and get in on the hottest advertising-merchandising plan in the Chicago grocery field today.

WLS GETS RESULTS *for the* **FOOD INDUSTRY**

WLS The PRAIRIE FARMER STATION

CLEAR CHANNEL HOME of the NATIONAL BARN DANCE CHICAGO 7

890 KILOCYCLES, 50,000 WATTS, ABC NETWORK — REPRESENTED BY JOHN BLAIR & COMPANY

WHK

IS

CLEVELAND

You can't cover it --without it!

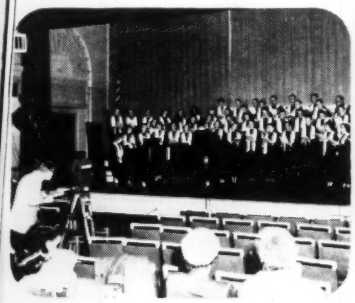
Represented by Headley-Reed Company

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

XUM

Left to right

- Harrisburg Music Festival
- York County Lutheran Ministers Ceremony (A boxcar of clothing to Europe and Korea)
- Lancaster—Trio of Indians from crew of steeplejacks affecting WGAL-TV channel 8 changeover for better TV coverage and programming



Bigger and Better Programming At The Same Old Stand

WGAL-TV

Lancaster, Pa.

Recent examples of important program planning designed by WGAL-TV to meet the needs and interests of the communities it serves with television's highest standards of public service. Combined with top shows from four networks . . . NBC, CBS, ABC and DuMont . . . it means bigger and better programming for the people in WGAL-TV's rich Pennsylvania market area.

WGAL
AM TV FM
CHANNEL 8

A Steinman Station
Clair R. McCollough, Pres.

Represented by

ROBERT MEEKER ASSOCIATES

New York Chicago Los Angeles San Francisco

XUM

closed circuit®

ABC, which for months has been mulling idea of single day and night radio rate, is due to take first step in that direction shortly, with adoption of single rate plan for all five of its owned radio stations: WJZ New York, WENR Chicago, KGO San Francisco, KECA Los Angeles and WXYZ Detroit.

★ ★ ★

STATUS QUO persisted at FCC last week as newly-inducted Eisenhower Administration failed to reach administrative level. But jockeying in support of favored candidates continues with no discernable change in line-up and with Vice Chairman Rosel H. Hyde strongly supported for chairmanship, while "draft Jones" movement, to bring in former Comr. Robert F. Jones for "house-cleaning job," still has steam.

★ ★ ★

DESCRIBED as "dark horse" for commissionership or even chairmanship of FCC if Hyde-Jones impasse is reached, is former Comr. Norman S. Case, ex-Governor of Rhode Island, who served from FCC's creation in 1934 until President Truman passed him by on reappointment on June 30, 1945. Now in private practice, Gov. Case believed to have New England support including Sherman Adams, top Ike assistant. Gov. Case believes that promotion of Mr. Hyde to chairmanship is logical and desirable, and acknowledges that he has been contacted, but is not an avowed candidate for FCC.

★ ★ ★

CHROMATIC color tube now in limited production, with customers chiefly manufacturing concerns whose orders are usually for two tubes, one to test for color reception, other to dissect to see what makes it tick. Informal reports from top level executives of Paramount Pictures subsidiary in charge of developing color tube invented by Dr. Ernest O. Lawrence of atom smashing fame indicate no plans for large scale production until mass production of color sets offers opportunity for volume sales.

★ ★ ★

FIRST TEST case in court of alleged economic injury suffered by an AM station from grant of TV outlet in same area planned by WGRD Grand Rapids, Mich., should FCC turn down its protest against grant of uhf Ch. 35 to Leonard Versluis for Muskegon (see story page 50). Plea for such relief now can be made under McFarland amendment to Communications Act. Case may be forerunner of others.

★ ★ ★

QUASHING of criminal anti-trust grand jury "authorization" against electronics industry by outgoing Attorney General James P. McGranery last Monday, expected to stimulate activity in color-TV (see story page 54, editorial page 98). While laboratory and experimental work had gone forward by leading companies, most of important entities were awaiting outcome of Grand Jury proceeding, since it basically involved patents.

★ ★ ★

IN WORKS is new subsidiary within CBS in which its ace commentator and CBS board member, Edward R. Murrow, will participate in stock ownership. Properties of subsidiary expected to include *See It Now* and other ventures in Murrow orbit, with likelihood that Fred Friendly, Mr. Murrow's co-worker, also will participate.

★ ★ ★

INDICATIONS that fire-brand Sen. Tobey, new chairman of Interstate & Foreign Commerce Committee, plans to go ahead with inquiry into ABC-United Paramount merger seen in request of his staff for additional information from FCC files. This ties in with introduction by Senator of bill (S 538) seeking amendment of Sec. 311 of Communications Act covering antitrust (story page 45).

★ ★ ★

DISCLOSURE by White House Press Secretary James C. Hagerty that President Eisenhower is contemplating monthly broadcast news conferences, underscores previous reports published here that there will be named to White House staff specialist in radio-TV production at operating level. Mr. Hagerty has several prospects under consideration for post, which presumably would have status of assistant secretaryship.

★ ★ ★

HAVING MADE no inroads with its campaign to foster "pay-as-you-go television" on ground that advertisers would never support non box-office medium, Zenith reportedly now is launching anti-commercial TV campaign. Film deprecating quality of TV commercials has been produced and was recently previewed by an NARTB committee. President Harold Fellows has implored Commander E. F. McDonald, Zenith president, to kill project or modify it.

★ ★ ★

WHILE FORMER President Truman has set up offices in Federal Reserve Bank Bldg. in Kansas City, it's expected that within short time he will establish offices also in New York. Family probably will divide time between two homes in view of radio-TV commitments (to NBC) of daughter Margaret. It's doubted whether former President will accept any radio-TV commentary proffers. Presumably he regards them as beneath dignity of office of former President.

★ ★ ★

IN COMPLIANCE with provisions of new McFarland law, FCC last week readied complete report on pending cases which have not been acted upon in last three months, six months and year. McFarland bill requires such periodic report. File, reportedly, is 1½ inches thick.

IN THIS ISSUE

LEAD STORY

Annual B•T analysis of radio net time sales shows radio volume in 1952 was highest in history. *Page 27.*

ADVERTISERS & AGENCIES

Rinso wants special rates for radio spots of four to eight seconds, a time unit unlisted on rate cards. *Page 28.*

Weiss & Geller says advertising needs to get hep to psychology, and is proving it in some of its campaigns. *Page 29.*

FACTS & FIGURES

Nielsen's national survey shows 44% of U.S. radio homes have two or more radios and more than 22 million families own one or more car radios. *Page 33.*

Here's a new way to figure TV station revenue—how much is taken in in proportion to the number of sets in the market. *Page 35.*

J. Walter Thompson releases new market-by-market estimate of TV set distribution. *Page 36.*

GOVERNMENT

More people see and hear Presidential Inauguration than ever before. *Page 39.*

President Eisenhower plans heavy and history-making use of radio and television. *Page 42.*

Sen. Tobey introduces bill to amend the antitrust section of the Communications Act. It may be a prelude to Senate hearings on ABC-United Paramount merger. *Page 45.*

STATIONS

Capitol Records Inc. is proposing to charge stations $10 a month for using its popular and western releases. *Page 56.*

NETWORKS

Linus Travers and Norman Boggs are in running to succeed William Fineshriber as No. 2 man at Mutual. *Page 63.*

EQUIPMENT

Details of the new color TV system accepted in principle by National Television Systems Committee are reported. *Page 66.*

FEATURES

The case for filmed television. *Page 77.*

Independent stations are healthier now than before TV. *Page 80.*

How to finance television stations. *Page 83.*

UPCOMING

Jan. 26: Continuance of Theatre-TV allocations hearings, FCC, Washington.

Jan. 28-30: Eight Annual Georgia Radio & Television Institute, Henry Grady School of Journalism, U. of Georgia, Athens.

Feb. 2-6: NARTB Radio & TV Boards, Bellevue-Biltmore Hotel, Belleair, Fla.

(Other Upcomings, see 'For the Record')

XUM

WCKY - -

YOUR ADVERTISING ON WCKY

SELLS

For You

Proof in actual orders sent direct to the station shows WCKY outsells all other stations.

Look at the ***sales*** results of a few advertisers using WCKY's Jamboree to sell their products.

Put your advertising on WCKY and watch the sales results.

ON THE AIR 24 HOURS A DAY
7 DAYS A WEEK

--the Sellingest Station in the Nation

WESTERN STATIONERY CO. *Agency: Shaffer Brennan Margulis*	250,000 orders for plastic toys in 6 wks.
HOPKINSON CORP. *Agency: Dwight Ad*	237,759 orders for harmonicas
GATEWAY RECORD CO. *Cincinnati, Ohio*	144,464 phonograph records
WELCOME GREETING CARD CO. *Agency: Radio Advt. Corp.*	17,119 agents obtained
SERVICE LIFE COMPANY *Agency: Harry Schneiderman Inc.*	28,461 inquiries for hospital insurance policy
LIFE STUDY FELLOWSHIP *Agency: Schwab & Beatty*	15,029 orders for books
STATE FINANCE CO. *Agency: Harry Schneiderman Inc.*	94,448 loan inquiries
CURTIS PHARMACAL CO. *Agency: O'Neil Larson McMahon*	69,315 orders for pharmaceutical products
J. C. WHITNEY CO. *Agency: Olian & Bronner*	18,243 inquiries for automotive catalog

THESE AGENCIES WILL VERIFY THESE FIGURES

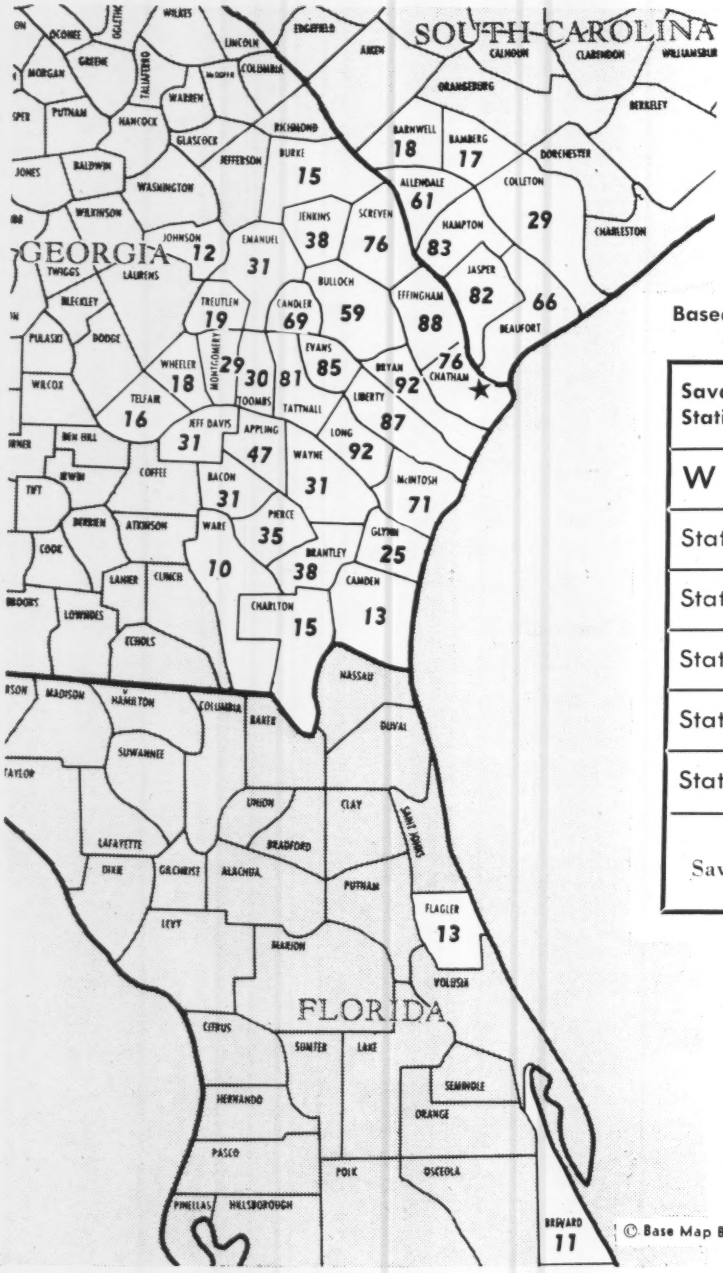
FIFTY GRAND IN SELLING WATTS

Call collect Tom Welstead
Eastern Sales Manager
53 E. 51st St., New York City
Phone: Eldorado 5-1127
TWX Ny 1-1688
or
C. H. "Top" Topmiller
WCKY Cincinnati
Phone: Cherry 6565
TWX: Ci 281

TY-FOUR HOURS A DAY • SEVEN DAYS A WEEK

STANDARD AUDIT MEASUREMENT proves Again

WSAV reaches more homes than any other Savannah medium!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FLORIDA
ALLENDALE
BARNWELL
BAMBERG
ORANGEBURG
CALHOUN
CLARENDON
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COLLETON
CHARLESTON
HAMPTON
JASPER
BEAUFORT
JOHNSON
EMANUEL
JENKINS
SCREVEN
BULLOCH
EFFINGHAM
CHATHAM
EVANS
BRYAN
LIBERTY
TATTNALL
TOOMBS
MONTGOMERY
WHEELER
TELFAIR
WILCOX
PULASKI
DODGE
TREUTLEN
CANDLER
JEFF DAVIS
APPLING
LONG
WAYNE
McINTOSH
COFFEE
BACON
PIERCE
WARE
GLYNN
BRANTLEY
CAMDEN
CHARLTON
ATKINSON
BERRIEN
COOK
LANIER
CLINCH
LOWNDES
ECHOLS
BEN HILL
IRWIN
TIFT
TURNER
BROOKS
THOMAS
MADISON
HAMILTON
COLUMBIA
BAKER
NASSAU
DUVAL
SUWANNEE
TAYLOR
UNION
CLAY
BRADFORD
ALACHUA
PUTNAM
LAFAYETTE
DIXIE
GILCHRIST
LEVY
MARION
FLAGLER
VOLUSIA
CITRUS
SUMTER
LAKE
SEMINOLE
ORANGE
HERNANDO
PASCO
POLK
OSCEOLA
PINELLAS
HILLSBOROUGH
BREVARD
JONES
BALDWIN
WASHINGTON
WILKINSON
TWIGGS
LAURENS
PULASKI
WARREN
GLASCOCK
JEFFERSON
RICHMOND
AIKEN
EDGEFIELD
LINCOLN
GREENE
MORGAN
PUTNAM
HANCOCK
TALIAFERRO
OCONEE
OGLETHORPE
WILKES
COLUMBIA
MCDUFFIE
SPALDING
BURKE
JENKINS
SCREVEN
EFFINGHAM
BRYAN
CHATHAM
BULLOCH
EVANS
TATTNALL
LIBERTY
LONG
WAYNE
APPLING
JEFF DAVIS
TREUTLEN
WHEELER
TOOMBS
MONTGOMERY
TELFAIR
WILCOX
PULASKI
DODGE
BLECKLEY
TWIGGS
LAURENS
JOHNSON
EMANUEL
WASHINGTON
WILKINSON
JONES
BALDWIN
HANCOCK
PUTNAM
MORGAN
GREENE
OCONEE
OGLETHORPE
WILKES
LINCOLN
ELBERT
FRANKLIN
HART
ABBEVILLE
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LEXINGTON
RICHLAND
SUMTER
CLARENDON
WILLIAMSBURG
BERKELEY
CHARLESTON
DORCHESTER
COLLETON
BEAUFORT
JASPER
HAMPTON
ALLENDALE
BARNWELL
BAMBERG
ORANGEBURG
CALHOUN
AIKEN
EDGEFIELD
LINCOLN
GREENE
MORGAN
PUTNAM
HANCOCK
WARREN
GLASCOCK
JEFFERSON

at deadline

Radio-TV Get Equal Status With Press at White House

NEW White House policy disclosed Friday to group of radio-TV spokesmen provides that radio and television will be given full privileges when pooling of news facilities is required. James C. Hagerty, President Eisenhower's news secretary, indicated he will work through regular committee representing radio and TV networks at White House (see news conference story page 42).

Mr. Hagerty reviewed facilities for electronic pickups in White House and Executive Offices with five-man industry group, seeking ideas on ways to use radio and TV effectively. He said proposal for use of conference technique of some sort for Presidential broadcasts is still nebulous and "up in the air." Committee was told White House is acutely aware of importance of radio and TV as means of reaching public. Policy of cooperation with electronic media will prevail during Eisenhower regime, industry newsmen feel.

General Foods Sales

GENERAL FOODS Corp., New York, net sales for quarter ending Dec. 31 were $183,540,346, compared with $168,226,313 for same period in 1951. Net earnings were $4,829,618 as against $4,387,842 for same quarter in 1951.

GREATER TV DEPTH

GREATER scope and depth in TV programming is likely to be achieved as result of optical matting tests currently being conducted by CBS-TV technicians, network announced Friday. With device called "vistascope" in TV camera, CBS-TV said, it will be possible to show scenes outside of camera position by use of live actors in combination with miniature cutouts.

Rep. Javits Proposes Broadcast of Proceedings

RESOLUTION giving Speaker right to permit televising and broadcasting of proceedings in House of Representatives, and bill to provide radio-TV coverage of committee hearings to be introduced today (Monday) by Rep. Jacob K. Javits (R-N. Y.).

He said UN coverage, last week's inauguration and Presidential campaign show "need for modernizing our Congressional procedures to keep abreast of modern technology. The way to get the people interested in government is to let them see and hear it in action." He recalled that power of Speaker to ban radio-TV coverage was questioned last year when Speaker Sam Rayburn forbade cameras and microphones at hearings. Speaker Joseph W. Martin Jr. (R-Mass.) is in favor of more liberal policy.

• BUSINESS BRIEFLY

MUSTEROLE ADDS ● Musterole, through Erwin, Wasey, New York, has added extra budget for eight-week campaign supplementing its present spot schedule, effective almost immediately in about 35 radio markets.

SANKA DRIVE ● General Foods, New York (Instant Sanka), planning radio spot announcement drive in 24 markets starting Feb. 9 for 52 weeks. Early morning announcements will be used. Young & Rubicam, New York, is agency.

QUIZ SHOW FOR THOR ● Thor Corp., Chicago, has bought quiz show which will take air this spring on ABC-TV. Move will be backed by intensive promotion and publicity, scheduled to break after clearance problem has been ironed out. Agency: Henri, Hurst & McDonald, Chicago.

DRY-STIK AGENCY ● Hudnut Sales Inc., N. Y., names Dancer-Fitzgerald-Sample, that city, to handle advertising for its new Dry-Stik cosmetic.

SCOTT SPONSORS ● Scott Paper Co., Chester, Pa., will sponsor *Ding Dong School*, Thurs., 10-10:15 a.m. on NBC-TV effective Feb. 5. Scott Co. also sponsors *Scott Music Hall* on alternate Wednesdays, 8:30-45 p.m. on NBC-TV and part of *Omnibus* on CBS-TV. Agency: J. Walter Thompson, N. Y.

SPOT CAMPAIGN ● Norwegian Canning Industries, New York (Norwegian sardines), through McCann-Erickson, New York, planning radio and television spot announcement campaign in six major markets. First six-week phase will start in February, followed by hiatus and then seven more weeks, probably in early summer.

MENNEN LOCALS ● Mennen Co., Newark, to sponsor three local television shows: Segment of *Broadway TV Theatre* (7:30-9 p.m., Mon.-Fri.) on WOR-TV New York, effective Feb. 2, newscasts on WCAU-TV Philadelphia, Wed., 11-11:10 p.m. starting Feb. 4, and on WTOP-TV Washington, Tues. and Thurs., 11-11:10 p.m., beginning Feb. 10. Agency: Kenyon & Eckhardt, N. Y.

MAY CAMPAIGN ● Junket Brand Foods, Little Falls, N. Y., through McCann-Erickson, N. Y., planning spot radio campaign to start early in May.

12 TV GRANTS BRING TOTAL TO 317

DOZEN NEW TV stations were granted by FCC Friday to boost total of post-thaw authorizations to 209 and total U. S. stations to 317, including 11 for noncommercial, educational outlets. Friday's permits included first for Wyoming. Only New Hampshire, Alaska and Virgin Islands are without TV authorization.

Processing on city priority Group A line (cities without service) was extended to No. 181, Santa Fe, N. M., where vhf Ch. 2 went to Greer & Greer, while Group B line (cities with service) was extended to No. 186, Kansas City, Mo., where Empire Coil Co. received uhf Ch. 25. Ten Group A and 15 Group B mutually exclusive applications were passed over in expedited processing of uncontested bids. New grants included:

Madison, Wis. (City priority Group A-2, No. 30)—Bartell Television Corp. (WOKY Milwaukee principals), granted construction permit for uhf Ch. 33, effective radiated power of 16.5 kw visual and 9.3 kw aural, antenna height above average terrain 430 ft.

Wichita Falls, Tex. (Group A-2, No. 56)—Wichita Falls Television Inc. (KWFT), granted vhf Ch. 6, ERP 22.5 kw visual and 11.5 kw aural, antenna 490 ft. Estimated commencement date: Within 30 days. Network: CBS; representative, Blair-TV.

Greenville, S. C. (Group A-2, No. 68)—Greenville Television Co., granted uhf Ch. 23, ERP 22 kw visual and 11 kw aural, antenna 1,140 ft.

Jamestown, N. Y. (Group A-2, No. 97)—James Bcstg. Co. (WJTN), granted uhf Ch. 58, ERP 100 kw visual and 56 kw aural, antenna 720 ft. Subject to condition that construction not commence until application is filed to modify antenna of WJTN-FM and grant of same is issued.

Bellingham, Wash. (Group A-2, No. 138)—KVOS Inc. (KVOS), granted vhf Ch. 12, ERP 16 kw visual and 8 kw aural, antenna 550 ft.

Cheyenne, Wyo. (Group A-2, No. 151)—Frontier Bcstg. Co. (KFBC), granted vhf Ch. 5, ERP 5.2 kw visual and 2.65 kw aural, antenna 190 ft.

Sandusky, Ohio (Group A-2, No. 174)—Lake Erie Bcstg. Co. (WLEC), granted uhf Ch. 42, ERP 18 kw visual and 9.1 kw aural, antenna 270 ft. Estimated commencement date: Dec. 1.

Northampton, Mass. (Group A-2, No. 177)—Regional Television Corp., granted uhf Ch. 36, ERP 21.5 kw visual and 11.5 kw aural, antenna 950 ft.

Kingston, N. Y. (Group A-2, No. 178)—Kingston Bcstg. Corp. (WKNY), granted uhf Ch. 66, ERP 25 kw visual and 13.5 kw aural, antenna 250 ft.

St. Cloud, Minn. (Group A-2, No. 179)—Granite City Bcstg. Co. (WJON), granted vhf Ch. 7, ERP 23.5 kw visual and 12 kw aural, antenna 420 ft.

Santa Fe, N. M. (Group A-2, No. 181)—Greer & Greer, granted vhf Ch. 2, ERP 54 kw visual and 27 kw aural, antenna 420 ft. (Comr. Frieda B. Hennock not participating.)

Kansas City, Mo. (Group B-4, No. 186)—Empire Coil Co., granted uhf Ch. 25, ERP 93 kw visual and 51 kw aural, antenna 390 ft. Empire Coil on Friday dismissed its application for uhf Ch. 30 at St. Louis, leaving unopposed there KFUO's bid. Empire Coil is operator WXEL (TV) Cleveland and KPTV (TV) Portland, Ore., and permittee of KDEN (TV) Denver.

XUM

your schedule gets top ratings* plus top merchandising on KEYL

JAX BEER display at point of purchase on one of San Antonio's busiest thoroughfares...installed and serviced by KEYL.

PACIFIC COAST BORAX window display .... designed and serviced by KEYL.

BRUCE
floor products
guaranteed by the world's largest maker of hardwood floors
E. L. BRUCE CO., MEMPHIS, TENN.
Advertised from coast to coast
Repeat sales . . . Unusually high markups
Your customers are learning about Bruce now over
HIGH PROFITS
Station KEYL
San Antonio

E. L. BRUCE CO. Floor Products . . . over 2,000 post cards mailed to every retail grocer in the rich San Antonio market.

The "plus" value of KEYL in-town merchandising and highest audience ratings* mean more impact per advertising dollar for you.

* December Telepulse Monday through Friday.
8:45 A.M. to 12:00 Noon — 100% of audience (No opposition)
12:00 Noon to 6:00 P.M. — 67% of audience
6:00 P.M. to 11:15 P.M. — 53% of audience

San Antonio's

KEYL

Channel Five — CBS · ABC · DUMONT

THE MOST POWERFUL TELEVISION STATION IN TEXAS

Represented by Katz
National Sales Headquarters
Tom Harker, V. P. Natl. Sales Director
488 Madison Avenue, New York City

at deadline

Color 5 to 10 Years Off, Says DuMont

COLOR TV is still five to ten years in future, Dr. Allen B. DuMont, president, DuMont Labs., declared Thursday at dinner given in his honor by radio-TV and appliance division for State of Israel Bonds at New York's Savoy-Plaza Hotel. Hailing progress already made, Dr. DuMont said color tubes are major problem, boosting cost of 17-inch colorset to $600-$700, against less than $200 for same size black-and-white TV receiver. Transistors offer great hope for future developments such as portable TV sets, Dr. DuMont predicted.

Houston Council May Abandon Restriction on Broadcasts

PREDICTION that Houston City Council will rescind restrictions on broadcast pick-ups of its sessions was heard frequently at weekend. Several stations have un-used tape versions of meeting held Jan. 21, with KPRC only outlet in Texas city to carry proceedings. Council's recent ruling permits taped broadcast if entire meeting is used.

KPRC carried 3½-hour session, 10:30 p.m.-2 a.m., bringing listener complaints about bickering and trivia. This led to belief council will lift ban entirely at Wednesday meeting. KTHT, Mayor Roy Hofheinz' station, understood to have taped meeting, along with KNUZ. Latter station will tape Wednesday's meeting in hope restriction will be dropped, according to Bill Crawford, news editor. Motion at last Wednesday's meeting to drop restrictions was lost by one vote, with two-thirds majority required to rescind. Mayor Hofheinz had originally predicted KTHT would be only station willing to carry full proceedings.

WMID Obtains Injunction

TEMPORARY injunction restraining U. S. Bureau of Internal Revenue from holding tax deficiency sale of property of WMID Atlantic City, N. J., granted Thursday by federal court in Camden, according to David H. Freedman, WMID general manager. Tax sale originally ordered for Jan. 8 because of controversy over sum of about $3,000, according to Mr. Freedman. He said parties are now within $500 of agreement and predicted settlement would be reached prior to Feb. 2, when injunction expires.

WABI-TV Gets STA

WABI-TV Bangor, Me., granted special temporary authorization for commercial operation by FCC Friday, to be effective yesterday (Sunday) (early story page 60). In other actions, FCC granted WCOV-TV Montgomery, Ala., change to 79 kw visual, 43 kw aural, antenna 440 ft., and changed status of KBMT (TV) Beaumont licensee from individual to corporation.

TV IMPACT

INAUGURATION DAY experiment undertaken by WKY-TV Oklahoma City, NBC affiliate, strongly supports impact of television upon nation's schools and school children. Station ran two 10-second spot announcements, asking school principals to report, by collect wire or phone call, number of students in their school watching Inaugural proceedings. Station Manager P. A. Sugg said WKY-TV received 137 phone calls and 43 telegrams soon after first announcement.

Baseball Radio-TV

TWO-YEAR pact for radio-TV rights to Washington Senators baseball games on WWDC and probably WTTG (TV) that city signed by National Brewing Co., Baltimore, Md. (National Premium, Bohemian beer). Firm will share radio sponsorship with Phillips Radio-TV appliance chain. Agencies are Kenyon & Eckhardt for National Brewing, Cohen Miller for Phillips.

Contract covers all radio-TV-billboard advertising in Griffith Stadium and provides for regional network comprising stations in Maryland, Virginia, Pennsylvania, Delaware and West Virginia.

Witting Statement

CHRIS J. WITTING, director and general manager of DuMont Television Network, issued following statement on Mr. Hagerty's report of plans to telecast Presidential news conferences (see story page 42):

"DuMont is gratified to see the Eisenhower administration recognize that television is an essential part of the country's journalistic structure with a real job to do at the White House. Our medium can not only report the facts behind national affairs rapidly, effectively and directly, but can give Americans generally a very real sense of participation in their government and a sympathetic understanding of the tremendous efforts that sincere men are making to handle these problems effectively. I am sure that the entire industry will unite wholeheartedly to see to it that the medium develops to the full this new potential of service to the American people."

ANOTHER SMYTHE STUDY

INCREASE in amount of crime drama and violence on television highlighted third in series of annual content analyses of New York television programs released Saturday for National Assn. of Educational Broadcasters by Dallas W. Smythe, director of studies. Study based on all programs broadcast by seven New York area TV stations week of Jan. 4-10, 1953. Detailed report also released by NAEB analyzes data in comparable weeks of 1952 and 1951.

PEOPLE

CHARLES L. HOTCHKISS, vice president of Dancer-Fitzgerald-Sample, N. Y., will move to agency's San Francisco office as executive vice president, effective Feb. 15. D-F-S office in San Francisco is known as Dancer - Fitzgerald - McDougall Inc. Mr. Hotchkiss will direct West Coast advertising for Falstaff Brewing Corp., St. Louis, heavy user of radio-TV time.

NED HULLINGER, manager of station relations for ABC's western division, Hollywood, since Dec. 1950, to transfer to network's station relations department in New York, effective Feb. 2. He has served consecutively as ABC publicity writer, assistant promotion manager, and publicity and audience promotion manager, all for western division.

CHARLES J. ALLEN joins Gardner Adv., St. Louis and New York, as vice president in charge of merchandising, after resigning from Kroger Co., Cincinnati, where he has been sales service manager. Mr. Allen, who joined Kroger in 1946, has been supervisor of radio-TV at Kroger.

FRANK P. BALDWIN, Charles Dallas Reach Co., N. Y. and Newark, to St. Georges & Keyes, N. Y., as member of copy staff.

KENNETH W. MILLER, with FCC engineering staff since 1940, has been named engineering assistant to Comr. Robert T. Bartley. Mr. Miller most recently has been Assistant U. S. Supervisor for Conelrad in Office of Chief Engineer.

Daylight Savings Bill

BILL (HR1722) introduced by Rep. Frazier Reams (Ind.-Ohio) to provide daylight saving time throughout nation referred to House Interstate & Foreign Commerce Committee. He said many people oppose daylight saving merely because of lack of uniformity.

TV Applications

EDUCATIONAL TV application filed for St. Louis by cooperative group which will finance part of station with $150,000 from Ford Foundation funds. Another $75,000 will be loaned by Arthur B. Baer of St. Louis department store. Money for operating station to come from public and parochial schools in area, with additional $150,000 for first year's expenses to be raised by public drive for funds. Educational bid one of four applications filed late last week:

Tarpon Springs, Fla. — WBOY Inc. (WBOY), uhf Ch. 32, ERP 257.1 kw visual, antenna height above average terrain 390 ft. Construction cost $212,150, annual operating cost $150,000, revenue $180,000. Applicant licensee of WBOY.

St. Louis, Mo.—St. Louis Educational Television Commission, vhf Ch. 9, ERP 53.6 kw visual, antenna 640 ft. Construction $303,950, operating $200,000, no revenue. Applicant composed of 13 trustees appointed by St. Louis mayor and St. Louis county supervisor from list of nominations submitted by public and parochial school supervisors in area. Chairman is Arthur H. Compton, chancellor of Washington U., St. Louis.

Las Vegas, Nev.—*Las Vegas Sun,* vhf. Ch. 8, ERP 2.7 kw visual, antenna 230 ft. Construction $69,800, operating $102,000, revenue $160,000. Owner of *Las Vegas Sun* is Herbert Greenspun.

Minot, N. D.—North Dakota Bestg. Co. (KCJB) (resubmitted; earlier application dismissed at request of applicant), vhf Ch. 13, ERP 28.6 kw visual, antenna 420 ft. Construction $140,000, operating $96,000, revenue $120,000. Applicant is licensee of KCJB.

XUM

Sell

TWO GREAT OHIO MARKETS

THE LOWEST COST PER THOUSAND
WITHOUT QUESTION
IN YOUNGSTOWN OHIO

Population	500,000
Retail Sales Est. 49(000)	650,300
Food Sales (000)	170,157
Automotive (000)	124,757
Drugs (000)	15,780
Total Employed	195,692

WBBW ABC

Counties: Mahoning, Trumbull, Columbiana, Lawerence (Pa) Mercer (Pa)

THE LOWEST COST PER THOUSAND
WITHOUT QUESTION
IN THE ASHLAND-CANYON AREA

Dollar Sales	231,569,340
Food	45,275,100
General Mdse.	20,443,810
Household	11,032,230
Automotive	45,101,850
Drugs	4,864,270

WATG MUTUAL AM. FM.

Counties: Ashland, Crawford, Huron, Richland, Wayne, Medina, Lorian, Morrow.

The Mahoning Valley Broadcasting Corp., Youngstown, Ohio.

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BROADCASTING TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION
Published Every Monday by Broadcasting Publications Inc.

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Executive and Publication Headquarters

870 National Press Bldg.; Washington 4, D. C. Telephone MEtropolitan 8-1022

Sol Taishoff, *Editor and Publisher*

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Art King, *Managing Editor;* Edwin H. James, *Senior Editor;* J. Frank Beatty, Earl B. Abrams, *Associate Editors;* Fred Fitzgerald, *Assistant Managing Editor;* Dave Berlyn, *Assignment Editor;* Lawrence Christopher, *Technical Editor. Staff:* Harold Hopkins, Patricia Kielty, John Osbon, Keith Trantow. *Editorial Assistants:* Evelyn Boore, Kathryn Ann Fisher, Blanche M. Seward; Gladys L. Hall, *Secretary to the Publisher.*

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David Glickman, *West Coast Manager;* Marjorie Ann Thomas.

Toronto: 417 Harbour Commission, EMpire 4-0775. James Montagnes.

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Broadcast Advertising* was acquired in 1932 and Broadcast Reporter in 1933.
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XUM

In Washington, D. C.

More people watch WTOP-TV than any other television station*

. . . and 7 of the top 10 locally produced daily programs are on WTOP-TV, too!

*Telepulse, Dec 1952, total week

WTOP-TV
CHANNEL 9

THE WASHINGTON POST-CBS TELEVISION STATION

REPRESENTED BY CBS TELEVISION SPOT SALES

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unless local advertisers are off their rocker . . .

PART OF YOUR SCHEDULE SHOULD BE ON KITE, TOO!

on account of . . .

Most Local Advertisers Use Kite . . .

Most Local people Listen to Kite!

EXAMPLE:
LOCAL APPLIANCE DEALERS SPONSOR MORE PROGRAMS ON KITE THAN ON ANY OTHER SAN ANTONIO STATION . . . RADIO OR TV!

(the same is True for local Department Stores)

KITE

AM FM

You, too, can kite your sales with a kilowatt in San Antonio!

THE INAUGURATION

Networks: ABC-TV, CBS-TV, DuMont, NBC-TV.
Time: Jan. 20, 11:30 a.m. to about 5 p.m. in most cases; Inaugural Ball starting about 11 p.m.
Sponsors: Willys - Overland Motors on ABC-TV; Packard Motor Car Co. on CBS-TV; area participation on DuMont; General Motors on NBC-TV.
Agencies: Ewell Thurber Assoc., Maxon and Kudner, for the respective networks excluding DuMont.

AS HOME television entertainment, the Presidential inauguration is a great quadrennial show which defies all of the professional rules of production and yet, excusing perhaps a few hard-bitten political partisans, inherently attracts and holds immense audiences.

As demonstrated last Tuesday the inauguration does not have to be a slick production—though that would help immensely. The real appeal is in the high drama of the event itself and what it stands for in American life. As a week-in, week-out TV fare, the type of production surrounding President Eisenhower's inauguration could never hope to compete with, say, *I Love Lucy*.

To begin with, the lighting was terrible. A fog cast a haze over distance shots—which in Washington, on clear days, can be eminently attractive. Let it be said, however, that the haze was a handicap, not a bar, and that the cameramen used ingenuity along with their sundry new mobile gadgets to give viewers a combination of intimate glimpses of the principals and impressive shots of crowds and buildings, both during the ride of Mr. Truman and Mr. Eisenhower from White House to Capitol and during the mammoth parade back down Pennsylvania Ave. after the ceremony.

Unlike some of the lighter ceremonies surrounding the main event, the swearing-in rite was educational, dramatic television at its best,

THE OATH ON TV
Dignified emotion

imparting to the millions of viewers all the emotion, tenseness and dignity of the occasion. The TV audience saw Mr. Eisenhower taut, stirred, and finally relieved as he completed the oath and strode across the platform to give a quick kiss to Mrs. Eisenhower and then turn smiling to accept the congratulations of ex-President Truman and the other dignitaries. Shots of Mr. Truman during the new President's inaugural address were similarly impressive, showing a man obviously both tired and relieved.

It was in the pre-inauguration scenes at the Capitol, perhaps, that the telecast lagged most noticeably. Long lines of notables filed past the cameras, seemingly endlessly, and although it was an unavoidable situation and the cameramen broke it up with frequent outside shots, the duration of it had a wearying effect.

In this connection a quick pickup showing guards awaiting the arrival of Mr. Eisenhower prompted at least one viewer to observe, in contrast to the informality which marked most of the inauguration events, guards certainly will not be caught tying shoelaces and mopping heads when Queen Elizabeth II is crowned next June.

Coverage of the parade was excellent, thanks to good subject matter as well as good camera work. But it was long, and when the networks finally gave up at 5 p.m., the Eisenhowers were not the only tired ones among the parade watchers.

The program of the Inaugural Balls Tuesday night also showed a lack of organization and execution which would not be tolerated on a standard professional telecast. But TV did pick up at least one shot there that was superb—a shot from below showing the face of the new President listening with rapt concentration as Gladys Swarthout sang "Bless This House."

* * *

TALENT PATROL

The U. S. Army Talent Patrol, ABC-TV, Jan. 19.
Production: The U. S. First Army Band.
Technical Director: W. A. Lawrence.
Director: Eddie Nugent.
Continuity: Bill Larkin.
Master of Ceremonies: Steve Allen.
Talent: The Drifters (trio), Romeo Phillips (singer), Bob Elgus (magician), Billy Roberts (tap-dancer).

THE U. S. Army has invaded a segment of ABC-TV's Monday evening program schedule on behalf of recruiting with results likely to stir neither enlistments nor sustained viewer interest.

The new program, *U.S. Army Talent Patrol*, is designed to entice volunteers into the various technical services—electronics, communications, engineering—of the Army and Air Forces by presenting outstanding talent from service bases throughout the nation.

The series also is designed as a new showcase for the talents of Steve Allen, late of CBS-TV where he spelled Arthur Godfrey and other lesser lights of that network. He must have tired of sharing replacement honors with Robert Q. Lewis.

Mr. Allen doubtless has his admirers, including some viewers who may have been loitering around Army ordnance in quest of a suitable broadside to fire at the networks for deferring his reappearance on television. Man 'round our house, though, was otherwise occupied.

On the initial show, Mr. Allen presided—and that is a well-chosen word—over talent recruited from Camp Carson, Colorado Springs, Col. The entertainers—a hillbilly trio, singer, magician and singer—were neither bad by military standards nor particularly good by any of previous talent programs that have cropped up on television in recent years.

As an m. c. Mr. Allen seems ill at ease with service personnel, a situation not noticeably improved by his recourse to flat gags well seasoned with corn. His most noisome trait: applauding talent when he should be impartial.

There are two commercial cut-ins, the first showing two servicemen working over their equipment. The first GI exalts the technical training of the Army; the second asks: "Where else can you get a full week's vacation with pay?" The answer was not civilian life.

In opening the program, Mr. Allen notes that the "Army likes to encourage servicemen

XUM

to follow their chosen professions" once they get into service. (The Army never turns cooks into clerks, and reporters into mechanics—that sort of thing, you know.)

As noted before, the talent was not bad, and the tap dancer (Billy Roberts) richly deserved the top honor registered by a studio audience applause meter. Mr. Roberts came away with a special 48-hour pass, tickets to a Broadway play and luncheon at Sardi's, among other rewards.

Perhaps it is not that *U. S. Army Talent Patrol* is so bad as it is mediocre or innocuous —a show likely to drive many viewers AWOL in succeeding weeks—and not by the numbers either.

So, Junior, this Army-produced show won't necessarily improve under the new administration and Secretary of Army.

* * *

I LOVE LUCY

CBS-TV, Mon. 9-9:30 p.m. (Jan. 19).
Sponsor: Philip Morris & Co.
Agency: Biow Co., N. Y.
Packaged by Desilu Productions, Hollywood.
Producer: Jess Oppenheimer.
Director: Marc Daniels.
Writers: Jess Oppenheimer, Madelyn Pugh, Bob Carroll.
Cast: Lucille Ball, Desi Arnaz, Vivian Vance, William Frawley.

WITH complete benefit of clergy, including representatives of the Protestant, Catholic and Jewish faiths who approved his introduction into this leading TV series, Ricky Ricardo Jr. has arrived.

Similar blessed events have occurred among idols of the public without arousing half the interest that the approach and arrival of this one did. It is conclusive testimony to the popularity of Lucille Ball and Desi Arnaz or Lucy and Ricky Ricardo—the names and characters apparently are interchangeable—that 44 million people joined Mr. Arnaz-Ricardo in the fathers' waiting room.

I Love Lucy is now established as the standard marital farce on TV. Its ingredients are as old as story-telling, its situations as old as the theatre. Why *Lucy* should become a Monday evening must for a vast proportion of the television audience remains one of those elusive conundrums of show business.

True, the scripts of *I Love Lucy* have a high gloss that other programs of its kind have lacked, but writing alone cannot be the answer. The secret of *Lucy's* success is Lucy.

Miss Ball has probably the most plastic face of any pretty comedienne. What is more important, she knows how to keep it under absolute control. She may mug outrageously, but she is equally capable of subtle expression. It is Miss Ball who raises *Lucy* above the level of ordinary, slickly-written farce.

She is fortunate in having for a husband and co-star a perfect foil. Mr. Arnaz plays well opposite her. Alone, however, or with another female lead, he would be less effective.

If proof of this theory were needed, it came last Monday night when much of the show was performed without her. Until Lucy left for the hospital, the Jan. 19 production was up to the quality of any other in the series. It descended to routine levels, however, the moment she was out of sight.

Mr. Arnaz and his writers exerted every effort, perhaps too much effort, to keep the comedy going while he was waiting the delivery of his child, but at best *I Love Lucy* was mediocre in those sequences.

Presumably Miss Ball will reappear tonight. Mr. Arnaz and *I Love Lucy* need her.

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ON CHANNEL 4 because
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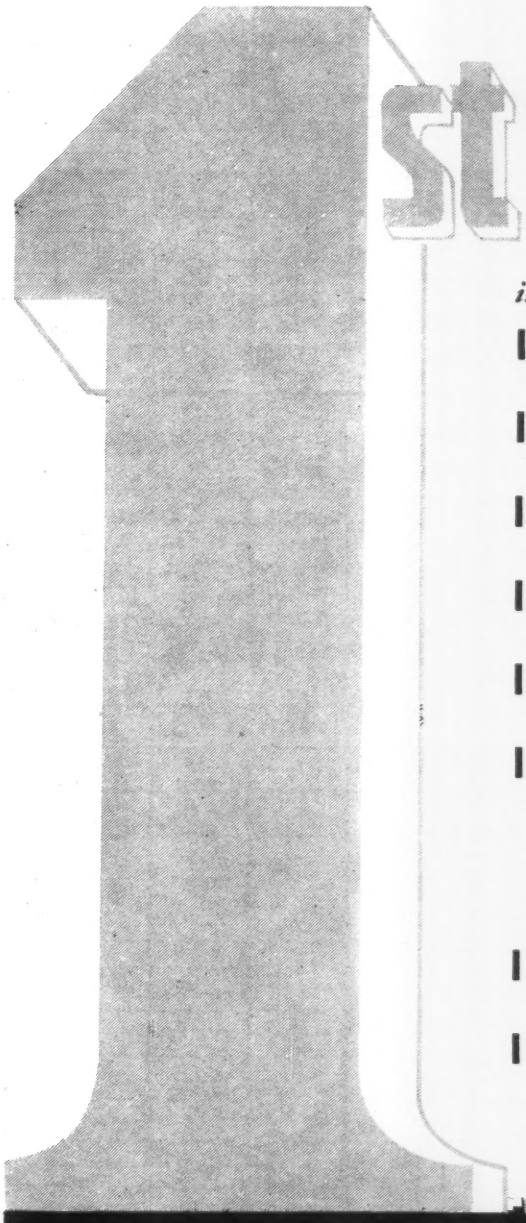

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IN THE EL PASO SOUTHWEST
DECEMBER 14, 1952

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more people watch KROD-TV
IN COVERAGE
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IN FREQUENCY
channel 4 — 56,300 watts
IN LOCATION
antenna 1,585 ft. above city
IN FACILITIES
largest, finest studio in S. W.
IN PROGRAMS
34 1/4hr or longer LIVE shows weekly
11 of best shows from CBS & DuMont
10 hrs. weekly of best in TV FILM shows
IN ADVERTISERS
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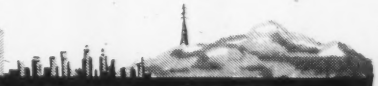

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KROD Radio
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COMPARATIVE NETWORK

BROADCASTING

SUNDAY

	ABC	CBS	MBS	NBC
6:00 PM	Carter Products Drew Pearson (175)	December Bride	Libby, McNeill & Libby Nick Carter	Adventures of the Scarlet Pimpernel S
6:15	Lorillard Monday Morning Headlines (328)	Amer. Bakers St. 2 22	6:25 State Farm Ins., C. Brown	"
6:30	Co-op George Sokolsky	Palmolive Soap Our Miss Brooks (201)	Squad Room	Juvenile Jury S
6:45	Vacationland U.S.A.	"	"	"
7:00	Songs by Eddie Fisher S	Ameri. Tobacco Jack Benny (207) R	U. S. Marine Band	Meet Your Match S
7:15	The Three Suns S	"	"	"
7:30	Time Capsule S	Rexall Drug Amos 'n' Andy (202)	Little Symphonies	Aldrich Family
7:45	"	"	"	"
8:00	American Music Hall S From 8-9 p.m.	Richard Hudnut Charlie McCarthy Show (202) R	Hawaii Calls	RCA, Phil Harris & Alice Faye (180)
8:15	"	"	"	"
8:30	"	Philip Morris My Little Margie (199)	Enchanted Hour	US Steel Co Theatre Guild on the Air (187)
8:45	"	"	"	"
9:00	Gruen Walter Winchell (325)	Hall Brothers Hallmark Playhouse (193)	Jazz Nocturne	"
9:15	Lorillard Taylor Grant News (328)	"	"	"
9:30	Melody Highway S	Escape	Answers For Americans (S)	Chesterfield L&M Dragnet (171) R
9:45	Alistair Cooke S	"		"
10:00	Burton Dixie Corp., Paul Harvey (118)	Music For You	Oklahoma City Symphony	Barrie Craig Confidential Investigator OT
10:15	Gloria Parker Show S		"	"
10:30	Science Editor S	10:30-35 Collingwood-News	"	Meet the Press
10:45	Looking Into Space S	UN Report Thinking Out Loud	"	"
11:00	News S	News	The Political Picture	News from NBC
11:15 PM	Coast Guard Show S	Dance Orchestra	Dance Orchestra	Clifton Utley

MONDAY

	ABC	CBS	MBS	NBC
6:00 PM	Not in Service Mon-Fri 6-7 p.m.	Metro. Life Ins. Allan Jackson (29)	Repeat of Kid Strips	No network service S
6:15	"	Cook Interviews Asia	"	Bill Stern's Sports Review (MM)
6:30	"	No Service	"	No Network Service
6:45	"	P&G-Ivory Lowell Thomas (106) R	"	Sun Oil Co. 3-Star Extra (34)
7:00	Co-op Headline Edition	Beulah	Co-op Fulton Lewis jr. (349)	Pure Oil Co. News Time (34)
7:15	Co-op Elmer Davis	Junior Miss	Dinner Date S	No Network Service
7:30	Gen. Mills, Lone Ranger (153) (See Footnote)	Jo Stafford Show	Gabriel Heatter	Miles Labs News of World (166)
7:45	" (See Footnote)	Am. Oil-Hamm. Ed. R. Murrow (102)	Co-op (7:45-7:55) Mutual Newsreel	Miles Labs 1 Man's Family (166) Rp
8:00	General Motors Henry Taylor (159)	Electric Auto-Lite Suspense (192)	The Falcon	AA of RR's Railroad Hour (192)
8:15	Field & Stream S	"	"	"
8:30	Chicago Signature S	Lever-Lipton Godfrey Talent Scouts (169) R	(Co-op) Hall of Fantasy	Firestone Voice of Firestone (152)
8:45	"	"	"	"
9:00	Mel. Opera, Auditions S	Lever Brothers Lux Radio Theatre (182)	Co-op Reporters Roundup	Bell Telephone Telephone Hour (185) R
9:15	"	"	"	"
9:30	Solo & Soliloquy S	"	Co-op Off and On The Record	Cities Service Band of America (113) N
9:45	"	"	"	"
10:00	News of Tomorrow S	R. J. Reynolds Bob Hawk Show (183)	A. F. of L. Frank Edwards (157)	Encore
10:15	Dream Harbor S	"	Tex Fletcher Trio	"
10:30	Laurence Welk Treasury Show (see footnote) S	Trout 10:30-35 Ford (103)	Dance Orchestra	Int. Cellucotton John Cameron Swayze (196)
10:45	"	Cedric Adams Sonotone (155)	"	Al Goodman's Orchestra 10:35-11
11:00	Frank & Jackson S	Three Suns News	Co-op Baukhage Talking	No Network Service
11:15 PM	Sports Report S	Dance Orchestra	U.N. Highlights	News of the World Morgan Beatty

TUESDAY

	ABC	CBS	MBS	NBC
6:00 PM	Not in Service	Metro. Life Ins. Allan Jackson (29)	Repeat of Kid Strips	No network service
6:15	"	Cook Interviews Asia	"	Bill Stern's Sports Review (MM)
6:30	"	No Service	"	No Network Service
6:45	"	P&G-Ivory Lowell Thomas (106) R	"	Sun Oil Co. 3-Star Extra (34)
7:00	Co-op Headline Edition	Beulah	Fulton Lewis jr. (349)	Pure Oil Co. News Time (34)
7:15	Co-op Elmer Davis	(Junior Miss)	Co-op Hazel Markel	No Network Service
7:30	General Mills Silver Eagle (137)	Jo Stafford Show	Credit Union Nat'l Assn. Heatter	Miles Labs. News of World (168)
7:45	" (See Footnote)	Am. Oil-Hamm. Ed. R. Murrow (101)	Co-op Mutual Newsreel (7:45-7:55)	Miles Labs 1 Man's Family (166) Rp
8:00	Sparring Partners Attorney S	Mars Inc. People Are Funny (182)	That Hamner Guy	duPont Co. Cavalcade of America (166)
8:15	"	"	"	"
8:30	Paul Whiteman Teen Club S	Halo, Palmolive Mr & Mrs North (202) R	(Co-op) High Adventure	Red Skelton * OT
8:45	"	"	"	"
9:00	Co-op Town Meeting	Wrigley Life with Luigi (190)	Search That Never Ends	L&M Chesterfield Martin & Lewis (188)
9:15	"	"	"	"
9:30	"	R. J. Reynolds My Friend Irma (183)	Co-op Off and On The Record	Reynolds Metals Fibber McGee & Molly (180)
9:45	Chr. S. Publ. Co. Irwin D. Canham (20)	"	"	"
10:00	News of Tomorrow S	C-P-P, L.Parsons 10-10:05 (182)	A. F. of L. Frank Edwards (27)	P. Lorillard Two for the Money (190)
10:15	Dream Harbor S	Doris Day	Falstaff Thompson & His Valley Boys	"
10:30	The Embers (See Footnote)	Ford-Trout 10:30-35 (103) Cedric Adams 10:35-45	Bands For Bonds	Int. Cellucotton John Cameron Swayze (196)
10:45	"	Three Suns		Miller Brewing First Nighter (118) 10:35-11
11:00	Frank & Jackson S	News	Co-op Baukhage Talking	No Network Service
11:15 PM	Sports Report S	Dance Orchestra	U.N. Highlights	News of the World Morgan Beatty

WED

	ABC	CBS	MBS
6:00 PM	Not in Service	Metro. Life Ins. Allan Jackson (129)	Repeat of Kid Strips
6:15	"	Cook Interviews Asia	"
6:30	"	No Service	"
6:45	"	P&G-Ivory Lowell Thom (106) R	"
7:00	Co-op Headline Edition	Beulah	Fulton Lew (349)
7:15	Co-op Elmer Davis	(Junior Miss)	Co-op Hazel Ma
7:30	Gen. Mills, Lone Ranger (153) (See Footnote)	Jo Stafford S	Gabriel He
7:45	" (See Footnote)	Am. Oil-Ham Ed. R. Murr (101)	Co-op (7:45-7: Mutual Ne
8:00	Sterling Mystery Theatre (325)	Eno-Scot Be P & G FBI in Peac War (19	Crime Fil Flamo
8:15	"	"	"
8:30	Life Begins At 80 S	Chesebrou Dr. Christia (104) R	Co-op Crime Fi
8:45	"	"	"
9:00	Co-op Mr. President	Philip Mor Playhouse	Family T
9:15	"	"	"
9:30	Co-op Crossfire	J. Montenie What's My (125)	Co-op Off and The Re
9:45	"	"	"
10:00	News of Tomorrow S	The Lineu	A. F. o Frank Ed (157
10:15	Dream Harbor S	"	Zeh Car Orche
10:30	Latin Quarter Orchestra S (see footnote)	Ford-Trou 10:30-35 (10 Cedric Adam	Dan Orche
10:45	"	Dance Orchestra	"
11:00	Frank & Jackson S	News	Co-op Baukh Talki
11:15 PM	Sports Report S	Dance Orchestra	U.N. Highlig

SUNDAY

	ABC	CBS	MBS	NBC
9:00 AM	Milton Cross OperaAlbum S	Trinity Choir	Elder Michaux Happiness Hour	Co-op World News Lockwood Doty
9:15	"	News S	"	We Hold These Truths
9:30	Prophecy, Inc. Voice of Prophecy (99)	E. Power Biggs	Christian Ref. Church Back to God	Carnival of Books
9:45	"	"	"	Faith In Action
10:00	Message of Israel S	Church of Air S	Radio Bible Class (311)	National Radio Pulpit S
10:15	"	"	"	"
10:30	Negro College Choirs S	"	Voice of Prophecy (327)	Dr. Peale Art of Living S
10:45	"	"	"	News Highlights S
11:00	Fine Arts Quartet S	Salt Lake City Tabernacle	Dawn Bible Frank & Ernest	Faultless Starch Time (59) Spl.
11:15	"	"	(Co-op) Bromfield Reporting	Viewpoint USA
11:30	The Christian In Action S	Invitation to Learning* S	Northwestern U. Review S	U.N. Is My Beat S
11:45	"	"	"	The Living Word
12:00 N	News S	Middle East Story	College Choirs	Sammy Kaye's Sunday Serenade
12:15 PM	Brunch Time S	"	"	"
12:30	Co-op Piano Playhouse	Howard K. Smith	Bill Cunningham Co-op	The Eternal Light S
12:45	"	Bill Costello News	Co-op Merry Mailman	"
1:00	Churches of Christ Herald of Truth (108)	String Serenade	Vandevanter & The News S	Youth Wants to Know
1:15	"		Wm. Hillman	"

MONDAY - FRIDAY

	ABC	CBS	MBS	NBC
9:00 AM	O-Cedar Corp. Breakfast Club (M-F-W) (290)	Co-op News	Co-op Robt. Hurleigh	No Network Service
9:15	Swift & Co. Breakfast Club (290) R	No Service	Co-op Cliff's Family	"
9:30	"	"	"	Thy Neighbor's Voice
9:45	Philco Corp Breakfast Club (289)	"	"	Ev'ry Day MM
10:00	Sterling Drug My True Story (212)	Snow Crop Cons. Cosmetic Godfrey (187) R	Co-op Cecil Brown (92)	P&G, Welcome Travelers (150)
10:15	"	Fr. Sardines Owens-Corning Godfrey (192) R	Mutual Music Box	"
10:30	General Mills Whispering Streets (224)	Lever Bros. Frigidaire-Arthur Godfrey (183) R	Co-op Take a Number	Campbell Double or Nothing (147)
10:45	Durkee Foods When A Girl Marries (165)	Pillsbury Arthur Godfrey (192) R	"	"
11:00	Live Like A Millionaire S	National Biscuit Toni-Arthur Godfrey (199) R	Sterling Ladies Fair 11-11:25	C-P-P Strike It Rich (179)
11:15	"	Liggett & Myers Arthur Godfrey (202) R	"	"
11:30	Bristol-Myers (MWF) ½ hr Break the Bank	Contnl. Baking Grand Slam (52)	Queen For a Day 11:30-45 Tu & Th Quaker	C-P-P Bob & Ray (183)
11:45	Toni (Tu-Th) ¼ hr	P&G Ivory Snow Rosemary (142)	M-F 11:45-12 P. Lorillard	Gen. Foods Bob Hope (140)
12:00 N	Durkee Foods News-Gardiner 12-12:10 (165)	General Foods Wendy Warren (156)	Miles Labs Curt Massey Time	No Network Service
12:15 PM	Valentino S	Lever Bros. Aunt Jenny (145)	Johnson & Son News (12:15-12:25)	"
12:30	General Mills The Bill Ring Show (174)	Whitehall Helen Trent (182)	News Headlines	"
12:45	Not in Service	Whitehall Our Gal Sunday (176)	Faith In Our Time	"
1:00	Co-op Paul Harvey	P&G Ivory Road of Life (153)	Co-op Cedric Foster	"
1:15	Co-op Ted Malone	P&G Oxydol Ma Perkins (160)	Music By Willard	"

SATURDAY

	ABC	CBS	MBS	NBC
9:00 AM	Co-op No School Today	Co-op News	No Network Service	Skelly Oil This Farming Business (30)
9:15	"	No Service	"	
9:30	Skinner Mfg. Co. 9:30-10 (36)	Garden Gate	"	Mind Your Manners
9:45	"	Milner, Robt. Q. Lewis (104)	"	"
10:00	"	Galen Drake	Miscellaneous Program S	Archie Andrews S
10:15	"	Super Noodle Show I. J. Grass (56)	"	"
10:30	Ralston Space Patrol (284)	Let's Pretend	Dixie Four Quartet	Pet Milk Mary Lee Taylor (144)
10:45	"	"	Helen Hall	"
11:00	Brown Shoe Co. Smilin' Ed McConnell (158)	Cream of Wheat Grand Central Station *(157)	11:00-11.25 Sylvan Levins Music Meeting	My Secret Story
11:15	"	"	"	"
11:30	Eddie Fisher Show S	Cannon Mills Give & Take (153)	Farm Quiz	Hollywood Love Story S
11:45	"	"	"	"
12:00 N	101 Ranch Boys S	Armstrong Cork Theatre of Today (189)	Quaker Man on the Farm	News (12-12:05)
12:15 PM	"	"	"	Luncheon with Buster Crabbe (12:05-12:30)
12:30	American Farmer S	Carnation, Stars Over Hollywood (168)	5th Army Band	Coffee in Washington
12:45	"	"	"	"
1:00	Navy Hour S	Toni Fun For All (187)	Dance Orch	Allis-Chalmers Natl. Farm & Home Hour (188)
1:15	"	"	"	"

DAY

	ABC	CBS
1:30 PM		National Vespers S
1:45		"
2:00		Pan American Union S
2:15		"
2:30		Lone Pine & Mountaineer S
2:45		"
3:00		Marines In Review S
3:15		"
3:30		Dr. Billy Gra Hour of Deci (229)
3:45		"
4:00		Gospel Bcstg. Old-Fashion Revival Hr. (
4:15		"
4:30		"
4:45		"
5:00		This Week Around Th World S
5:15		"
5:30		Goodyear Greatest Sh (323)
5:45 PM		"

XUM

EVENING TIME FOR FEBRUARY 1953

WEDNESDAY

CBS	MBS	NBC
Meet the Allan Jackson (29)	Repeat of Kid Strips	No network service
Cook Interviews Asia	"	Bill Stern's Sports Review (MM)
No Service	"	No Network Service
P&G–Ivory Lowell Thomas (106) R	"	Sun Oil Co. 3-Star Extra (34)
Beulah	Fulton Lewis jr. (349)	Pure Oil Co. News Time (34)
(Junior Miss)	Co-op Kim's Corner	No Network Service
Jo Stafford Show	Gabriel Heatter	Miles Labs News of World (168)
Am. Oil-Hamm. Ed. R. Murrow (101)	Co-op 7:45-7:55 Mutual Newsreel	Miles Labs 1 Man's Family (166) Rp
Eno-Scott Bowne P & G	Crime Files of Flamond	R. J. Reynolds Walk A Mile (179)
FBI in Peace War (15)	"	"
Chesebrough Dr. Christian (184) R	Co-op Crime Fighters	Kraft Gildersleeve (160)
"	"	"
Philip Morris Playhouse	Family Theatre	DeSoto Plymouth Dealers, Groucho Marx Show (191)
"	"	"
J. Monteneig What's My (125)	Co-op Oil and On The Record	Amer. Cig. & Cig. Big Story (191)
"	"	"
The Lineup	A. F. of L. Frank Edwards (157)	Gen. Foods Bob Hope (140)
"	Zeb Carver's Orchestra	"
Ford-Trout 10:30-35 (10 Cedric Adam	Dance Orchestra	Int. Cellucotton John Cameron Swayze (196)
Dance Orchestra	"	Dangerous Assignment *M-M, 10:35-11
News	Co-op Baukhage Talking	No Network Service
Dance Orchestra	U.N. Highlights	News of the World Morgan Beatty

THURSDAY

ABC	CBS	MBS	NBC
Not in Service	Metro. Life Ins. Allan Jackson (29)	Repeat of Kid Strips	No network service
"	Cook Interviews Asia	"	Bill Stern's Sports Review (MM)
"	No Service	"	No Network Service
"	P&G–Ivory Lowell Thomas (106) R	"	Sun Oil Co. 3-Star Extra (34)
Co-op Headline Edition	Beulah	Fulton Lewis jr. (349)	Pure Oil Co. News Time (34)
Co-op Elmer Davis	Junior Miss	Co-op Rukeyser Reports	No Network Service
General Mills Silver Eagle (137)	Jo Stafford Show	Deepfreeze Appliance Gabriel Heatter	Miles Labs News of World (168)
" (See Footnote)	Am. Oil-Hamm. Ed. R. Murrow (101)	Co-op 7:45-7:55 Mutual Newsreel	Miles Labs 1 Man's Family (166) Rp
The Top Guy S	Eno-Scott & Bowne P&G Meet Millie (199)	Official Detective	General Foods Roy Rogers (162)
"	"	"	News 8:25
Heritage! S	Cathy & Elliott Lewis On Stage	(Co-op) John Steele Adventurer	General Foods Father Knows Best (160)
"	"	"	"
Tales of Tomorrow S	Andrew Jergens Time for Love (110)	Co-op Rod & Gun Club of the Air	Pet Milk Truth or Consequences (166)
"	"	"	"
Michael Shayne S	Gen. Elect. Bing Crosby (196)	Co-op Oil and On The Record	Eddie Cantor Show S
"	"	"	"
News of Tomorrow S	Amer. Tob. Horace Heidt (200)	A. F. of L. Frank Edwards (27)	Judy Canova (OT) *
Gene Pringle's Orchestra S	"	Falstaff Thompson & His Valley Boys	"
The Embers (See Footnote)	Ford-Trout 10:30-35 (102) Cedric Adams	Dance Orchestra	Int. Cellucotton John Cameron Swayze (196)
"	Dance Orchestra	"	Jane Pickens Show 10:35-11 Co-op
Frank & Jackson S	News	Co-op Baukhage Talking	No Network Service
Sports Report S	Dance Orchestra	U.N. Highlights	News of the World Morgan Beatty

FRIDAY

ABC	CBS	MBS	NBC
Not in Service	Metro. Life Ins. Allan Jackson (29)	Repeat of Kid Strips	No network service
"	Cook Interviews Asia	"	Bill Stern's Sports Review (MM)
"	No Service	"	No Network Service
"	P&G–Ivory Lowell Thomas (106) R	"	Sun Oil Co. 3-Star Extra (34)
Co-op Headline Edition	Beulah	Fulton Lewis jr. (349)	Pure Oil Co. News Time (34)
Co-op Elmer Davis	Junior Miss	Dinner Date	No Network Service
Gen. Mills, Lone Ranger (153) (See Footnote)	Jo Stafford Show	Gabriel Heatter	Miles Labs News of World (168)
" (See Footnote)	Am. Oil-Hamm. Ed. R. Murrow (101)	Co-op 7:45-7:55 Mutual Newsreel	Miles Labs 1 Man's Family (166) Rp
Toni Co. Crime Letter From Dan Dodge (327)	Eno-Scott & Bowne P & G Mr. Keen (199)	Movie Quiz	All-Star Bands For Bonds
"	"	"	"
This Is Your FBI S	Yours Truly Johnny Dollar	(Co-op) True or False	Name that Tune S
"	"	"	"
Adventures of Ozzie & Harriet Lambert & Hotpoint (325) (alt. sponsors)	There's Music in the Air	Great Day Show	Best Plays
Electric Cos. Meet Corliss Archer (325)		Co-op Oil and On The Record	"
"		"	"
Gillette Cavalcade of Sports (325)	Capitol Cloakroom	A. F. of L. Frank Edwards (157)	Hy Gardner Calling
"	"	Falstaff Thompson & His Valley Boys	Words in the Night
"	Ford-Trout 10:30-35 (103) Cedric Adams	Dance Orchestra	Int. Cellucotton John Cameron Swayze (196)
News of Tomorrow S (See Footnote)	Dance Orchestra	"	Radio City Preview 10:35-10:45 Pro and Con
Frank & Jackson S	News	Co-op Baukhage Talking	No Network Service
Sports Report S	Dance Orchestra	U.N. Highlights	News of the World Morgan Beatty

SATURDAY

ABC	CBS	MBS	NBC	
Una Mae Carlisle S	Morton Salt Visiting Time (7)	Otto Thurn's Orchestra	News from NBC	6:00 PM
Buddy Weed Trio S	UN on the Record	"	H. V. Kaltenborn MM	6:15
Co-op Bob Finnegan Sports	Saturday Sports Roundup	(Co-op) Hume Dixon Country Editor	NBC Symphony Orchestra	6:30
Labor-Management S	Larry LeSeuer News	Preston Sellers	"	6:45
"	Broadway Is My Beat	Co-op Al Helfer	"	7:00
Women In Uniform S	"	Report From The Pentagon	"	7:15
Dinner At The Green Room S	R. J. Reynolds Vaughn Monroe (177)	Down You Go (7:30-7:55)	TBA	7:30
"	"	State Farm Auto Ins. Co. C. Brown	"	7:45
Dancing Party S	Wrigley Gene Autry (180) R	Wildroot 20 Questions	Inside Bob & Ray	8:00
"	"	20 Questions S	"	8:15
"	GF-Post Cereal Tarzan (150) R	Take a Number	Reuben, Reuben	8:30
"	"	"	"	8:45
"	General Foods Grapenuts Gangbusters (158) R	(Co-op) New England Barn Dance Jamboree	Pee Wee King S	9:00
"	"	"	"	9:15
"	Gunsmoke	Lombardoland U.S.A. S	R. J. Reynolds Grand Ole Opry (178)	9:30
"	"	"	"	9:45
Saturday at Shamrock S	Country Style	Chicago Theatre of the Air S	Ralston Purina Eddie Arnold Show (115)	10:00
"		"	"	10:15
Perspective	10:30-35 News-Collingwood Country Style	"	M. Willson's Music Room S	10:30
"	"	"	"	10:45
News S	News	News	News from NBC	11:00
The Playboys S	Dance Orchestra	Dance Orchestra	Alex Dreier News	11:15 PM

DAYTIME

SUNDAY

ABC	CBS	MBS	NBC
National Vespers S	Syncopation Piece	Lutheran Hour (Lutheran)	U. of Chicago Roundtable
"	"	"	"
Pan American Union S	Longines-Wittnauer Symphonette (155)	Bandstand USA	The Catholic Hour
"	"	"	"
The Pine & Mountaineers S	Wm. Overland Motors Inc New York Philharmonic Symphony (194)	US Military Academy Band	American Forum of the Air
"	"	"	"
Marines In Review S	"	Top Tunes with Trendler	Elmo Roper
"	"	"	Youth Brings You Music
Billy Graham (229)	"	Peter Salem	Mutual Ben. H&A On the Line w Considine (183)
"	"		Critic at Large
Bapt. Bcstg. Fd-Fashion Rival Hr. (3	Bigtop-King Size America Calling (39)	Under Arrest	The Chase S
"	"	"	"
"	Quiz Kids	Dear Margy, It's Murder	Jason and the "Golden Fleece"
"	"		"
This Week Around The World S	Kingan Arthur Godfrey Roundtable (102)	Wildroot (sponsors 15 min. only) The Shadow	American Bakers Assoc. Hollywood Playhouse (190)
"	"	"	"
Goodyear Latest Story (323)	Admiral Robt. Trout (192)	Williamson & Motorola (alt. wks.)	Gulf Oil Co. Counterspy (135)
"	"	True Detective Mysteries	"

MONDAY - FRIDAY

ABC	CBS	MBS	NBC
Not In Service	P&G Crisco Dr. Malone (159)	Luncheon with Lopez	Co-op Rome Edition of The News S
"	P&G Duz Guiding Light (157)	"	Wesson Oil Dr. Paul (61)
Co-op M. M. McBride	GF Swan-Cal. Mrs. Burton (139)	Say It With Music	No Network Service
"	P&G Tide Perry Mason (161)	2:25 Johnson & Son, News	Jane Pickens MM
Tennessee Ernie S (See Footnote)	Toni, Seeman Nora Drake (190)	MWF Sustaining Tu&Th Pequot Paula Stone	Armour (191) Dial Dave Garroway
"	P&G Ivory Fl. Brighter Day (166)	No Network Service	Kukla Fran & Ollie Inside News 2:55
"	Miles Labs Hilltop House (143) R	Co-op John B. Gambling Club	P&G Life-Beautiful (170)
Toni Co. (128)	Pillsbury House Party (184) R*	"	P&G Road of Life (163)
"	Lever, Kellogg Houseparty * (175) R	"	P&G Pepper Young (166)
"	Quaker *A. Jemina (117)	"	P&G Right to Happiness (163)
General Mills Cal Tinney (274)	Gen. Fds.(4-4:05) Cole (46)* Robt. Q. Lewis (102)	M-F 4-4:30 Co-op Jack Kirkwood M-F 4:30-5 Lucky U Ranch	P&G Backstage Wife (175)
"	MTW Chicagoan ThF St. Louis Matinee	"	Sterling Drug Stella Dallas (151)
Jack Owens Show S	Treasury Bandstand	M-Bobby Benson 5-5:15 Sustaining 5:15-5:30 Kraft	Sterling Drug Young Widder Brown (151)
"	"	"	Manhtn. Soap Woman in My House (181)
Co-op Big Jon & Sparkie	4:55-5 News	"	Whitehall Just Plain Bill (143)
Fun Factory S	5-5:45 p.m. No Service	Tu&Th Quaker Sgt. Preston of the Yukon	Whitehall Front Page Farrell (138)
"	"	W&F Songs of the B-Bar-B	C-P-P Lorenzo Jones (191) eff. 1. 5. 53
Ronnie Kemper S	Miles Labs Curt Massey Time (149) R	5:30-5:55 M-W-F Kellogg Wild Bill Hickok Tu&Th Derby Sky King	Ex-Lax Inc. Doctor's Wife (172)

SATURDAY

ABC	CBS	MBS	NBC
Vincent Lopez Show S	Carter City Hospital (155)	Sylvan Levin's Music Meeting	U. S. Army Band S
"	"	"	"
Texas Co. Met. Opera (350)	Hormel & Co. Music with H. Girls (122)	Symphonies For Youth 1:30-2:25	U. S. Marine Band S
"	"	2:25 Johnson News	"
"	Make Way For Youth	101 Ranch Boys	Symphonic Adventure S
"	"	"	"
"	Report From Overseas	Bandstand USA	Pittsburgh Music Festival
"	Adventures In Science	3:25 Johnson News	"
"	Farm News Co-op	Sports Parade	Design For Listening
"	Correspondents Scratchpad	"	"
"	Treasury Show	Salute to the Nation	Treasury of Music
"	"	"	"
"	Washington U.S.A.	Mac McGuire Show	Robert Armbruster & His Music
"	"	"	"
Roseland Ballroom Orch. S	Eddie Fisher Show	Walter Preston's Show Shop	Big City Serenade S
"	"	"	"
"	Saturday at the Chase	"	Author Speaks S
Club Aluminum Club Time (20)	"	5:55-Johnson & Son News	Public Affairs S

Explanation: Listings in order: Sponsor, name of program, number of stations; S sustaining; R rebroadcast West Coast; TBA to be announced RP repeat performance. Time EST.

ABC—S 5:55-6 a.m., 2:30-2:55 p.m., 4:25-4:30 p.m., M-F, Time for Betty Crocker, Gen. Mills (310). 7:55-8 p.m., M-F, Chesterfield Cigarettes, Les Griffith & The News, (332).
7:30-8 p.m., M-W-F, Amer. Bakeries (southeast), Lone Ranger.
10:30-10:35 p.m., M-F, Philco Corp., Edwin C. Hill and the Human Side of the News (310)

CBS—S 5:30-5:45 a.m., Sun., General Foods, Sunday Gatherin' (107).
8:30-8:45 a.m., M-F, Pillsbury, Jack Hunt (40).
11:30-11:55 a.m., Sat., Campana, Shadel (188).
1:55-2 p.m., Sat., Gen. Foods, G. Drake (153).
3:15-3:30 p.m., Tue. & F., Kellogg Co., House Party.
3:55-4 p.m., M., Tu. W. F., Toni Co. It Happens Every Day (157).
Seeman Bros. It Happens Every Day on Th.
9:25-9:30 p.m., Sat., General Foods, Sanka Salutes (155) R.
10-10:05 p.m., Tu., Colgate-Palmolive-Peet, Louella Parsons (183).
11:30-11:55 a.m., Sun., Bill Shadel (8).
*3:15-3:30 p.m. M-Thur., Pillsbury Mills, House Party (167).
3:30-3:45 p.m., Fri., Green Giant, House Party (170).
3:45-3:55 p.m., M-F., Quaker Oats, Aunt Jemima, Home Folks (115).
Sun. 4:55-5 p.m. Sonotone-Cedric Adams (142 sta.)

ON A SUNDAY AFTERNOON

String Serenade 2:30-3 p.m., Galaxy of Hits; 3:30-45 p.m., Main Street, Music Hall. 3:45-4 p.m.; Band of the Day. 4-4:30 p.m.

MBS—Titus Moody Speaking—7:55-8:00 p.m.
M-W-F—Sustaining. T & Th—Wildroot Co.
8:55-9 a.m., M-F, Gabriel Heatter-VCA Labs.
10:50-10:55 a.m., Mon.-Sat., News-S. C. Johnson
11:25-11:30 a.m., M-Sat., Johnson & Son, News
12:25-12:30 p.m., Mon.-Fri., News-Sustaining.
5:55-6:00 p.m., M-F, Cecil Brown-S. C. Johnson
9-9:05 p.m., M-F, Johns-Manville, Bill Henry.

NBC—S 8:15 a.m., Skelly Oil, M-F, News (28); 8:15-8:30 a.m., M-F, Serutan Co., "Victor Lindlahr"; 152 stations.
8:30-9:00 a.m., Sat., Howdy-Doody.
* MM—"Minute Man" Programs.
* OT Operation Tandem—Emerson Drug. & Son, Inc.

BROADCASTING
The Newsweekly of Radio and Television
TELECASTING
January 26, 1953

XUM

RADIO
STATION
KFMB
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San Diego,
California
550 on Dial

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Board Chairman
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our respects

to THEODORE F. KOOP

COMMERCIAL radio is in its 33d year, TV in its 12th, but for the first time in the history of the National Press Club these media are represented in the presidency. Holder of the unique honor is Theodore F. Koop, who directs CBS news and public affairs in Washington.

Mr. Koop ran unopposed for the office following vice presidential service. He will be formally inaugurated this Saturday.

Ted Koop—the "Theodore" is only a technicality around Washington—has a substantial quota of leadership material. He meets people easily and readily. He brightens conversation with a running fire of quips. He works hard and expects the same from his staff. Most of all he is cordial—unless you stomp on his toes, in which case retreat is the safest strategy.

Many stories are told in news circles about his resemblance to Sen. Robert A. Taft, and vice versa, including a remarkable hirsute similarity. The CBS newsman—still a bachelor, by the way—generally out-smiles his Senatorial twin, however, and his voice has no trace of the rasping resonance that marks the Taft broadcasts.

Theodore Frederick Koop was born at Monticello, Iowa, March 9, 1907 and spent his pre-college days in that quiet region. This region, incidentally, spawned two executives who rose to CBS vice presidencies—Earl H. Gammons, now CBS Washington vice president, and Harry C. Butcher, ex-CBS vice president, wartime aide to Gen. Eisenhower and now operating KIST Santa Barbara, Calif.

After Monticello High School sessions were over in the afternoon, young Koop used to pound out personal items for the hometown weekly, *Monticello Express*.

String correspondence for several Iowa dailies substantially bolstered the slender but welcome income from *Express* contributions. After graduation from high school he went to the U. of Iowa where he became editor of the *Daily Iowan*. He received his BA degree in 1929, accompanied by Phi Beta Kappa honors.

Ted Koop always wanted to be a newspaperman and his scholastic career only whetted this appetite. From the campus he went to the AP's Des Moines bureau. Two years later he was sent to New Haven by AP and after a year in that city he got his first big chance—assignment to AP's Washington bureau. Six months of reporting the exciting events of the Roosevelt Administration's early actions led to AP's New York bureau where he became a city editor.

Back in Washington again, he became one of three news editors in the AP bureau and wrote many major stories, including the third inauguration of President Roosevelt. During the 1940 campaign he directed AP coverage of Wendell Willkie's Presidential race.

In 1941 he left AP after a dozen years of service, joining the editorial staff of National Geographic Society. When the Pearl Harbor debacle brought this country into World War II, one of the first agencies created was the Office of Censorship, with Byron Price as director. Mr. Koop had worked under the censorship head at AP and was drafted as his special assistant.

Some of the censorship story has never been written, and never will be, for that matter. Nor will Mr. Koop's official operations be recorded for public consumption. Those who worked with him, however, recall he conducted many delicate liaison assignments involving other government agencies and foreign powers, including many top-secret episodes.

By March 1945 he was serving as Assistant Director of Censorship in charge of voluntary press censorship. Shortly after V-J day he was appointed Deputy Director to liquidate OC in the absence of Mr. Price, who was in Germany on a Presidential mission.

Book Recounts Experiences

The story of voluntary censorship and the successful cooperation of electronic and printed media proved that democracy could be efficient—more efficient than the crunching tyranny of dictator-imposed secrecy. The techniques used in this voluntary censorship are recorded for history in Mr. Koop's post-war book, *Weapon of Silence*, published by U. of Chicago Press.

Leaving Censorship in January 1946, he rejoined National Geographic as chief of its news bulletin service. The following year his alma mater, U. of Iowa, selected him as one of 99 alumni to receive a certificate of achievement at the university's centennial celebration.

In 1948 he entered radio via the CBS Washington bureau. As head of that unit he supervises a news and public affairs staff of nearly 20, besides directing preparations for all forums and Washington-originated speeches by the President and other government officials. He contributed the chapter on radio news in the National Press Club's book, *Dateline Washington*. He is a past president of the Washington professional chapter of Sigma Delta Chi, journalism fraternity in which he is a prominent figure. He serves on the board of Radio-Television News Directors Assn.

LIGHTNING STRUCK

SHREVEPORT

At 5:10 P.M. on December 3, 1952, a bolt of lightning struck the KTBS transmitter putting the station off the air. At 5:12 P.M. the KTBS telephone system was jammed with calls from listeners who were missing their favorite programs.

Results ... **over 2000 calls IN 7 HOURS!!**

In that period from 5:12 P.M. to midnight over 2,000 calls were completed (no one can determine how many didn't get through the jammed switchboard). Here is PROOF POSITIVE Shreveport's listening habits are tuned to 710 . . . KTBS.

BETTER PROOF than any survey that listeners WANT and listen to KTBS programs.

KTBS AM-FM SHREVEPORT

10,000 WATTS

NBC

E. NEWTON WRAY — PRESIDENT

EDWARD PETRY — NATIONAL REPRESENTATIVE

XUM

CLEVELAND'S
Chief
STATION
WJW

5,000 WATTS—850 K.C.
BASIC ABC NETWORK
REPRESENTED
BY
H-R REPRESENTATIVES

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NEW & BETTER IDEAS
HELP YOU GET THINGS
DONE FASTER, EASIER

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★ More Economical Than Having Your Forms Printed
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Restyling

EDITOR:

CONGRATULATIONS ON THE RESTYLED BROADCASTING • TELECASTING. FROM COVER TO COVER IT IS EASIER READING AND A REAL PUBLIC SERVICE TO THE INDUSTRY YOU ALWAYS HAVE SERVED SO WELL. I AM SURE YOUR READERS WILL BE QUICK TO APPLAUD THE NEW EDITORIAL FORMAT WHICH ELIMINATES THE JUMPING OR THE CONTINUATION OF ARTICLES TO THE REAR OF THE BOOK. TO YOUR ALWAYS IMPORTANT NEWS COLUMNS YOU HAVE BROUGHT NEW READABILITY. AS A LONG-TIME BROADCASTING • TELECASTING READER I WELCOME THESE CHANGES AND SALUTE YOU AND YOUR STAFF ON THESE LATEST EDITORIAL ACHIEVEMENTS.

ROBERT E. KINTNER
PRESIDENT
ABC
NEW YORK

* * *

EDITOR:

CONGRATULATIONS. IT'S A GREAT IMPROVEMENT. IF A NEW ADMINISTRATION CAN DO AS WELL THIS WEEK WITH ITS REVISED FORMAT WE WILL BE ALL SET. . . .

FRANK STANTON
PRESIDENT
CBS
NEW YORK

* * *

EDITOR:

CONGRATULATIONS ON NEW FORMAT. IT MAKES ALL YOUR MATERIAL MUCH EASIER TO FIND. THIS IMPROVEMENT IS ANOTHER INDICATION OF THE ALERTNESS THAT HAS ALWAYS CHARACTERIZED YOUR SERVICE TO THE TELEVISION AND RADIO INDUSTRIES.

CHRIS J. WITTING
DIRECTOR
DUMONT TELEVISION NETWORK
NEW YORK

* * *

EDITOR:

As a long-term reader of BROADCASTING • TELECASTING, I take real pleasure in the new package in which you now deliver your goods.

Personally, I find it more readable than ever —and, therefore, more useful.

William H. Fineshriber Jr.
Executive Vice President
MBS, New York

* * *

EDITOR:

My heartiest congratulations on the new format of BROADCASTING • TELECASTING.

The innovations are certain to lend even greater importance to the magazine's present eminence in its field. I particularly like your ideas of departmentalizing the news and of running each story to its conclusion without any carry-overs. The new feature section will fill the great need for stories of this type in all trade publications.

You and your entire staff deserve praise for accomplishing the change-over without breaking your weekly stride.

Frank White
President
NBC
New York

* * *

EDITOR:

I like the new dress on BROADCASTING • TELECASTING, and with apologies to the heading of our WITH ad on the cover, I predict they'll go for it "like babies go for rattles!"

There's just one hangover from the old days that I never did like—and that's the way you handle the captions under your photographs in Futura Demi Bold, or maybe it's Tempo. I think it makes a very monotonous paragraph, and very hard on the eyes.

More power to you!

Joseph Katz
The Joseph Katz Co. Ad
Baltimore

* * *

EDITOR:

The new and simplified format of BROADCASTING • TELECASTING magazine makes a great deal of sense to any busy executive. I particularly like the method of departmentalizing the material because this saves time and makes the reading matter so much easier to digest.

Everard Meade
Vice President in Charge of Radio and Television
Young & Rubicam
New York

* * *

EDITOR:

THE FIRST ISSUE UNDER YOUR NEW FORMAT REACHED ME HERE IN NEW YORK. IT'S MORE THAN EXCITING. IT'S THE LEADERSHIP ALL OF US IN THE BROADCASTING INDUSTRY HAVE COME TO EXPECT FROM YOU.

JERRY STOLZOFF
FOOTE, CONE & BELDING
CHICAGO

* * *

EDITOR:

You were looking like high button shoes. . . . With the new format you look like 1953. Congratulations.

Jim Luce
Timebuyer
J. Walter Thompson Co.
New York

* * *

EDITOR:

Congratulations on a superb job of restyling and an equally good job of explaining it!

Paul Miller
Executive Vice President
Gannett Newspapers
Rochester, N. Y.

* * *

EDITOR:

Congratulations on the rebirth of BROADCASTING • TELECASTING.

Your new make-up is clean and legible. It is a splendid setting for the enormous amount of news and the thoroughness of your news coverage.

T. F. Flanagan
Managing Director
Station Representatives Assn.
New York

* * *

EDITOR:

I know you and your colleagues are receiving many orchids these days for that fine streamlining job you've done on BROADCASTING • TELECASTING magazine.

In the spirit of your own classic punning, one might say that you have rung a decibel.

Harold E. Fellows
President
NARTB
Washington

EDITOR:

HAVE JUST READ JAN. 19 ISSUE FROM COVER TO COVER. THAT AMOUNT OF NEWS READING IS MADE PLEASANT BY YOUR FINE NEW FORMAT. CONGRATULATIONS.

KEN CARTER
GENERAL MANAGER
WAAM(TV) BALTIMORE

EDITOR:

CONGRATULATIONS ON YOUR NEW FORMAT. I LIKE IT VERY MUCH. PLEASE ACCEPT OUR VERY BEST WISHES FOR THE CONTINUED SUCCESS OF YOUR GREAT MAGAZINE.

CARL HAVERLIN
PRESIDENT
BROADCAST MUSIC INC.
NEW YORK

* * *

EDITOR:

As a charter-member-subscriber of BROADCASTING, now BROADCASTING • TELECASTING, I hasten to add my congratulations to you and your capable staff to what I know will be many missives of compliments on your new format.

It is well organized, very easy on the eyes and I like the idea of your editorials on the back page. . . .

G. W. (Johnny) Johnstone
Director, Radio and TV
Public Relations Div.
National Assn. of Manufacturers
New York

* * *

EDITOR:

Congratulations to you and your staff on the new BROADCASTING • TELECASTING. It sure is "better and easier to read." It is a very fine piece of work and a credit to the electronics art, profession and industry.

George W. Bailey
Executive Secretary
Institute of Radio Engineers
New York

* * *

EDITOR:

Enthusiastic compliments on the new format. Readable, logical, attractive, professional. You are more than the bible for an industry; a fascinating record of the progress of science and ingenuity in our enterprise system.

Tell your reporter who writes me up as arbitrator in the Snader Telescription dispute that I am not a "former judge." He has me confused with Sam Rosenman, a much more learned person.

Samuel R. Rosenbaum
Philadelphia

* * *

EDITOR:

Looks great! BROADCASTING • TELECASTING'S restyled format certainly is very attractive.

My feeling is that it will stimulate a more thorough reading of the entire book. The elimination of jumps and carry-overs makes it easier to read complete stories.

The "new look" will make for a *longer look.*

William B. Ryan
President
BAB
New York

* * *

EDITOR:

The *new* BROADCASTING • TELECASTING is a great job. The improvement typographically puts the magazine in a class by itself; it's always been tops readerwise.

I particularly enjoyed Ed James' piece on the new type pitchmen.

Edward Cooper
Motion Picture Assn. of America Inc.
Washington

* * *

EDITOR:

Congratulations upon the new format of BROADCASTING • TELECASTING.

This improvement makes your magazine easier to read and gives us more valuable information than your previous efforts did.

Eugene S. Thomas
Vice President
George P. Hollingbery Co.
New York

* * *

EDITOR:

The new format is splendid. Magazine is well laid-out and quite readable. We are enthusiastic about it and believe the change is all to the good.

Clair R. McCollough
President
WGAL-AM-FM-TV
Lancaster, Pa.

* * *

EDITOR:

Congratulations to you and your staff on your new and restyled issue. I have just read the current issue and I agree 100% that it is easier to read and, as usual, chuck full of good news items, material and interesting features.

Again, our hats are off to you and your gang.

Frank M. Headley
President
H-R Representatives Inc.
New York

* * *

EDITOR:

BROADCASTING • TELECASTING apparently is not against change. The "new look" is attractive.

Rosel H. Hyde
Vice Chairman
FCC
Washington

* * *

EDITOR:

NEW FORMAT TERRIFIC. NOW I HAVE TO LEARN TO READ. REGARDS.

ALEX SHERWOOD
GENERAL MANAGER
WCSS AMSTERDAM, N. Y.

* * *

EDITOR:

No doubt time will heal this wound . . . *BUT* . . . how could you do this to us? Who was complaining? Now B•T looks like all the other publications. Just be your old sweet self.

Mel Kampe
Promotion Manager
WMAY Springfield, Ill.

* * *

[EDITOR'S NOTE: The volume of telegrams and letters complimenting B•T's new style has been so great that it is impossible to publish more than a few or to acknowledge any individually. B•T's well-wishers are assured that their messages have cheered and gratified the editors and staff.]

Billings and Cooings

EDITOR:

I just read the article on radio and television billings [B•T, Jan. 5] . . . You did a wonderful job in presenting the whole radio and television picture.

Bernard C. Duffy
President
BBDO
New York

* * *

EDITOR:

Just a note to tell you how excellently I think Florence Small handled the review of the broadcasting business and the listing of agencies in your recent issue.

Harry B. Cohen
Harry B. Cohen Adv. Co.
New York

The best way to sell the KANSAS FARM MARKET

use the KANSAS FARM STATION

WIBW CBS RADIO in Topeka

Ben Ludy, Gen. Mgr., WIBW-KCKN
Rep. Capper Publications, Inc.

FRANK LUTHER SAYS . . .

IT'S EASY TO CAPTURE A CAPTIVATED AUDIENCE AND SELL 'EM WHILE DOING IT

IN SCRANTON AND WILKES-BARRE EVERYBODY'S BUYING THE

FRANK LUTHER* SHOW

6 a.m. to 8:30 a.m.

*5 MILLION IN RECORD SALES

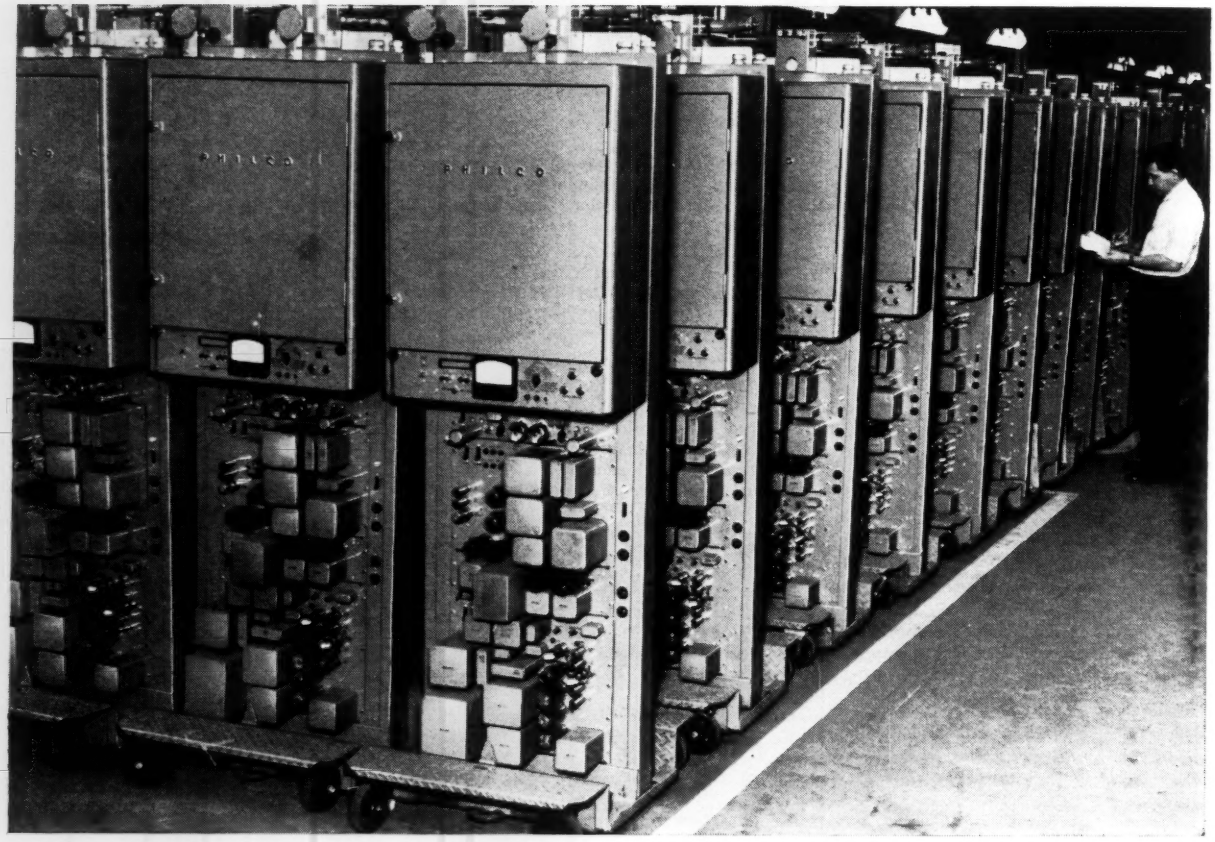
5000 WATTS AT 590

WARM

N. E. PENNSYLVANIA'S MOST POWERFUL STATION DAY & NIGHT

Represented Nationally by GEORGE P. HOLLINGBERY CO.

XUM



PHILCO IS THE WORLD'S LEADING MANUFACTURER OF MICROWAVE EQUIPMENT

Philco leads the world in mass production of quality microwave equipment to meet modern industry's demands for relay systems of the highest reliability and performance.

Philco microwave components meet most JAN (Joint Army-Navy) specifications without any changes in circuitry, thereby permitting other users of microwave communications equipment to have the built-in reliability required by the Armed Forces. That is why commercial users of Philco microwave equipment include such famous names as American Telephone & Telegraph Co., Santa Fe Railway System, Bonneville Power Administration, Platte Pipeline Company and many others.

Where quality and reliability are important, look to Philco . . . world's leading manufacturer of microwave equipment!

For complete information write to Department **BT**

PHILCO *Famous for* QUALITY *the World Over*

PHILCO CORPORATION

GOVERNMENT & INDUSTRIAL DIVISION

PHILADELPHIA 44, PA.

WERE VITAL IN NORTHEASTERN OHIO

THE BILL RANDLE STORY

PULSE*—Number One DJ

•

PERSONAL APPEARANCES
—320 personal appearances before 1/2 million persons in 1952.

•

MAIL—62,000 pieces of mail on one invited write-in.
(no prizes, no giveaways)

*Pulse—Nov.-Dec.-52

MUSIC • NEWS • SPORTS

O. L. TAYLOR COMPANY
National Representatives

WERE
5000 WATTS • 1300 KC
CLEVELAND, OHIO

XUM

Obviously OUTSTANDING . . .

A brighter Christmas for 650 families ...and a wonderful show for thousands!

WAYNE WEST, director-producer of WMBD's Juvenile Theatre.

Little folks . . . doing a big job for the community! The fourth annual WMBD Juvenile Theatre Christmas Review presented to thousands of cheering folks at the famous Bradley Field House in cooperation with the Peoria Lions Club . . . cheered the Christmas of many families in the Peoriarea. Admission to the show was gained by the donation of canned goods. Over 7500 cans of food were collected.

The success of this community service project is just another indication of how WMBD lives in the hearts of Peoriarea. That's why WMBD averages 50% share of the audience in a 5-station market. To *SELL* the Heart of Illinois, *BUY* WMBD!

See Free & Peters

AM WMBD FM — FIRST in the Heart of Illinois — PEORIA — CBS Radio Network 5000 Watts

TUCKER SCOTT

on all accounts

THE CHIEF purchasing agency of radio and television time, BROADCASTING • TELECASTING discovered in its recent check [B•T, Jan. 5], is BBDO, and the chief time purchaser for BBDO is young (32), brilliant Tucker Scott, a southern gentleman who has thrived in his northern exposure.

The first man at the foremost agency to be assigned exclusively to the buying of television time, Mr. Scott, in 1949—his first year at the agency—was purchasing time for 57 accounts, and with a distinction that earned him in one year the position of co-ordinator of radio-TV media. Several months ago he was raised to the post of chief timebuyer, supervising purchases for the largest list of accounts in the country.

Born in Eastville, Va., March 20, 1920, Mr. Scott was educated at Randolph-Macon in his home state, where he received in 1941 his B.S. in physics and chemistry.

"But frankly," he confides, "even then I found this chemistry business a lot less interesting than the chemistry of business."

His first job after leaving school was with Westinghouse in Philadelphia, from which he resigned to enlist in the Navy in 1942. The Navy sent him back to school—Harvard—to study communications. Subsequently he served as communications officer in 26 islands in the Pacific. He was discharged honorably from the Navy in 1946 with the rank of lieutenant senior grade.

He came to New York after the war and joined the media-research department as a timebuyer of Compton Adv. From there, after three years, he made his big move to BBDO.

Among the 87 radio and TV accounts he oversees there currently are: American Safety Razor, DeSoto, duPont, Electrolux, Ethyl Corp., Hamilton Watch, General Electric and Lever Brothers (Breeze and Swan).

The Scotts—she is the former Melissa Mason of Methuen, Mass.—have been married since Nov. 6, 1943. They have three children: Tucker Jr., 8; Sandra, 5, and Martha, 1½. The family is currently renting a house in Norwalk, Conn., while their new home in Darien is being built.

His three-ply duties—all of which he takes seriously—as father, husband and businessman—leave Mr. Scott less time than he would like to indulge in his hobbies, which include deep-sea fishing, hunting, swimming, golf and landscaping. He expects, with the completion of his new house, to get in a goodly share of the latter.

IN TULSA . . .

THE PULSE, INC. **100% YARDSTICK** **THE PULSE OF TULSA**

Radio Station Audiences by Time Periods — November, 1952

M O N D A Y - F R I D A Y

Station	6 AM - 12 Noon	12 Noon - 6 PM	6 PM - 8 PM
KVOO	**34**	**40**	**42**
"B"	20	22	27
"C"	19	16	15
"D"	13a	8a	*
"E"	7	6	6
"F"	5	5	4
Misc.	3	3	5
Total Percent	100	100	100
Average ¼ hour Home using radio	19.1	20.8	23.7

"a" Does not broadcast for complete six hour period and the share of audience is unadjusted for this situation.

** Not on air*

These figures are percentages indicating the relative popularity of the stations during the day. The base, total station quarter hour mentions, is the sum of the number of stations listened to during the periods. This base, divided into the total mentions of each station gives the figures listed above.

★ ★ ★

KVOO leads substantially in *every* quarter hour covered by this Pulse Report save one, and in this quarter hour one other station merely equals the KVOO share of audience.

See your nearest Edward Petry & Company office for the complete data and for KVOO availabilities.

RADIO STATION KVOO

NBC AFFILIATE

50,000 WATTS — EDWARD PETRY AND CO., INC. NATIONAL REPRESENTATIVES — TULSA, OKLA.

OKLAHOMA'S GREATEST STATION

XUM

Like cows go for clover

Just like cows go for clover, local merchants go for W-I-T-H in Baltimore. W-I-T-H carries the advertising of twice as many of them as any other station in town. These smart retailers know that W-I-T-H produces low-cost results. Because W-I-T-H delivers more listeners-per-dollar than any other radio or TV station in town.

W-I-T-H can produce low-cost results for you, too. Get your Forjoe man to give you all the details.

IN BALTIMORE

WITH

TOM TINSLEY, PRESIDENT • REPRESENTED BY FORJOE AND COMPANY

BROADCASTING TELECASTING

January 26, 1953 Vol. 44, No. 4

'52 RADIO TIME SALES REACH $464 MILLION

Annual B•T estimates show that radio's net revenue from time sales was bigger in 1952 than ever before, $7,896,000 bigger than 1951. Local sales were up 7.1%; spot sales were up 4.1%; network was down 13.1%. Station population, however, is still growing faster than total revenue, an almost unavoidable situation prompted by the mass of FCC postwar authorizations.

U. S. RADIO stations and networks sold $464,439,000 worth of time in 1952, an increase of $7,896,000 over the volume of 1951.

These were net time sales, after all frequency and promotional discounts and after deduction of commissions to agencies, national sales representatives and others.

Following the pattern that has obtained since 1948, growing revenue from spot and local advertising more than overcame the decrease in revenue from national network business.

Spot time sales in 1952 were $124,414,000, a 4.1% increase over 1951. Local soared to $229,847,000, a 7.1% jump over 1951. Regional network business was also brisk—$11,107,000 in 1952, a 30.9% increase over 1951. Only network volume was down—$99,071,000, a 13.1% decrease from 1951 level.

It was the first time that network time sales had fallen below the $100 million mark since 1943.

[Total time sales for U. S. television stations and networks were $288,826,000 in 1952. In television, network business continued to outstrip spot and local. By categories, TV net time sales were $135,614,000 for network, $82,711,000 for spot and $70,501,000 for local. A complete report on TV time sales will appear in the TELECASTING YEARBOOK, published at the end of February.]

Spot, Local Rise; Network Declines

The 1952 estimates of radio business volume will appear in the 1953 BROADCASTING YEARBOOK, which is scheduled to go in the mails Jan. 28. The estimates are based on a formula that has been used successfully for 15 years.

The 1952 radio figures show how great a change has taken place in the comparative volume of business coming from national network, spot and local sources in the past decade.

Percentage in 1943

In 1943, when network volume was at about the same level as 1952 ($99,389,177), it accounted for 43.6% of total time sales. Last year only 21.3% of total volume came from networks. Spot business in 1943 ($59,352,170) was 26% of total sales. In 1952 spot provided 26.7% of all business. Local advertising in 1943 ($64,104,309) was 28.1% of total time sales. Last year almost half of all time sales were made to local advertisers.

Regional network advertising, always in much smaller volume than other categories, did not fluctuate significantly in the past decade until 1952, when the $11,107,000 volume of regional business was far bigger than that for any year before. Included in this category is revenue from special networks arranged for such events as sports broadcasts, as well as monies that were realized from permanent regional organizations.

Fast Postwar Increase

Time sales since World War II have increased more than $130 million in annual volume, from $334 million in 1946 to $464 million in 1952. But the size of the radio broadcasting industry has expanded even more rapidly, it should be noted.

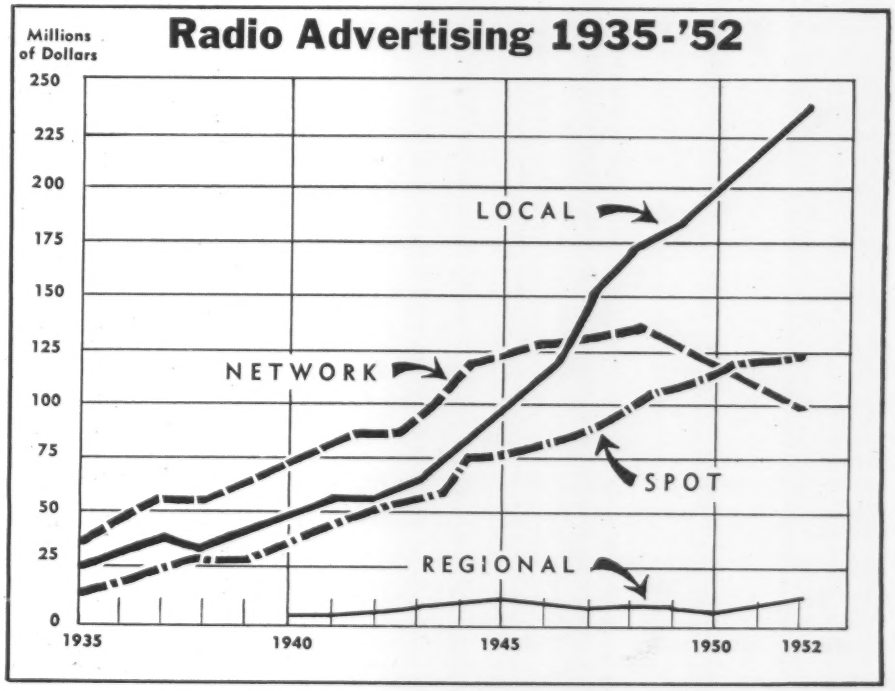
In the same period the number of AM stations in operation has more than doubled, from 1,062 on the air at the end of 1946 to 2,391 at the end of 1952. With the station population rising faster than the total business volume, the postwar years have seen a decline in "average" per-station revenue.

At the end of 1946, with 1,062 AM stations operating, and with total time sales of $334 million, the "average" station sales were $314,575. (This, of course, ignores the fact that both national and regional networks take sizable

* * *

RADIO NET TIME SALES 1951-1952

Class	1951 (000)	% Total	1952 (Est.) (000)	% Total
Natl. Network	$113,984	24.9	$ 99,071	21.3
Regional & Misc. Network	8,481	1.8	11,107	2.4
Natl. & Regional Non-Network	119,559	26.3	124,414	26.7
Local	214,519	47.0	229,847	49.6
TOTAL	$456,543	100.0	$464,439	100.0



XUM

chunks of the total volume of time sales too. These computations are used only to indicate how, though the pot has grown, the crowd dipping into it has grown too, with individual portions getting smaller.)

The next year, 1947, total volume was $374 million, but at the end of that year 1,522 stations were on the air—meaning the "average" volume per station had decreased to $245,786.

In 1948, total volume was up to $416.7 million, but by the end of that year, 1,865 stations were in operation, and the "average" was cut to $223,442.

In 1949, total volume rose to $425 million, but at year's end there were 2,048 stations, bringing the "average" down to $207,693.

The curve continued to fall in 1950 when total volume was $453.5 million and 2,199 stations were on the air, for an "average" of $206,714.

In 1951 the "average" fell below $200,000; it was $195,857 for the 2,331 stations in a year that produced $456.5 million total times sales.

Last year, the "average" was $194,24[illegible] on 2,391 stations cutting up the $464 million total.

Summed up, since World War II, total radio time receipts have increased by about 39%, but the number of stations has risen some 125%. The "average" time sales per station has decreased by almost 38%.

FM revenues are not treated independently in these estimates since the total FM volume of time sales is not large enough to be accurately estimated by the sample method.

Gross time billings (value of time sold, figured at the one-time rate with no deductions) as estimated by the BROADCASTING Yearbook were $702,448,970 in [illegible], compared with $685,968 in 1951.

Of the total gross billings, $158,746,670 was for network time, $16,528,300 for regional and miscellaneous network, $185,139,800 for spot and $342,034,200 for local.

Food Company Lead

The biggest spenders on radio networks in 1952 were companies dealing in food and food products, traditionally the type of business that leads all others in buying network time. This class of advertiser made up more than a fifth of all radio network gross billings. Its $42,485,936 gross billings were 22.9% of the total.

The other four groups in the top five categories of network buyers were toiletries with $25,787,368, or 14.3% of the total: drugs and remedies, with $22,131,627, or 13%; soaps, cleaners & polishes, $17,948,730, or 11.5%, and smoking materials, $20,610,365, or 10.1%.

All these were in the top five network buyers in 1951, except that in that year smoking materials led soaps.

The 19th YEARBOOK to be issued by Broadcasting Publications Inc., the 1953 volume, will include all the sections that have made the YEARBOOK a basic reference work in radio and will contain added new features.

Many of the directories have been expanded. These include complete information on advertising agencies dealing in radio, advertisers who buy radio time, radio representatives, transcription and programming firms, network executives and personnel, as well as all other services relating to broadcasting.

The station directory, which includes every AM and FM station on the air, has been enlarged to include additional personnel listings.

The TELECASTING YEARBOOK, counterpart of the BROADCASTING YEARBOOK, is being published again this year and will go into the mails in February. The success of the first TELECASTING YEARBOOK in 1952 has established it as the source work of the television field.

MIDGET SPOTS RATES ASKED FOR RINSO IN NEW APPROACH

Television uses the 10-second spot at station breaks. Also, radio in some Latin American countries utilizes the terse, flash commercial. Now in a Rinso spot radio drive Hewitt, Ogilvy, Benson & Mather is asking stations for rates for such a segment, so small it is not currently carried on radio cards.

THE issue of radio rate bargaining arose again in a new and oblique form last week. It came in the form of renewed efforts of an advertising agency to prepare for its client a spot schedule at special rates using four to eight-second announcements—a time-unit unlisted on station rate cards, which heretofore have catalogued nothing less than 20-second segments.

The agency is Hewitt, Ogilvy, Benson & Mather, New York, and the product at issue is Lever Brothers' Rinso. Actually the contemplated campaign is an elaboration, on a national scale, of a previous schedule the agency set last July in New York State only for Good Luck Margarine, another Lever item.

At that time the agency used 31 stations for an eight-day period in the Empire State at what was reported to be a "considerable discount" for the four and eight-second announcements. Some professed to see an element of mitigation in the fact that the discounts were given during a traditionally slow season.

Currently, for Rinso, the agency has sent out letters across the country asking for rates and availabilities on the four and eight-second spots.

If the stations agree to the special terms, and if the advertiser concurs in the arrangements, the agency plans to launch its campaign on Feb. 2 in more than 100 markets on a 52-week basis.

The schedule would call for a five-week initial campaign followed by a short hiatus. This would be succeeded the rest of the year by a continuous saturation of four and eight-second spots. At least 100 spots would be used each week in each market.

In a sense the unprecedented sale of midget segments of time in radio would be following the pattern set by television stations, whereby call-letter identification is followed by a ten-second spot.

Lever's Rinso, which had been serviced by Ruthrauff & Ryan, New York, for a number of years, recently went to Hewitt, Ogilvy, Benson & Mather on the basis, it was said in some quarters, of the successful job the agency did on the client's margarine account. This marks the first Rinso activity under the new agency banner.

WILLIAM MENNEN Jr. (l), vice president of Mennen Co., goes on the air in one of a series of "good neighbor" broadcasts launched over WMTR Morristown, N. J., before Mennen Co. moves to its new home in that area. Leonard V. Colson (r) is firm advertising manager.

Philip Morris Sets Spots For King-Size on AM & TV

PHILIP MORRIS & Co., New York, last week reported it is launching national distribution of a new king-size Philip Morris cigarette, with advertising to include a radio and TV spot campaign, after public announcement of the new product on PM's *I Love Lucy* show on CBS-TV tonight (Monday).

This, it was said, marks the first time a cigarette company has been able to achieve national distribution in volume on a new product at one stroke.

The announcement on the *Lucy* show, plus the *My Little Margie* show on NBC-TV, will be followed by a supplementary television and radio spot announcement in markets where the network shows do not give adequate coverage. Biow Co., New York, will handle advertising of both the regular and king-size Philip Morris.

Alfred E. Lyon, board chairman of Philip Morris, said "several million dollars" would be spent in advertising.

Radio—TV Billings Topped by D-F-S in 1952

DANCER-Fitzgerald-Sample, New York, announced last week its gross radio and television time billings for 1952 totaled $25,917,011 (for time only) as compared to $21,334,172 in 1951.

The announcements also stated that according to figures that leading networks have furnished the agency, the combined radio-television time billings of other agencies ranked as follows:

Young & Rubicam	$17,204,389
Berton & Bowles	17,073,135
BBDO	16,542,112
William Esty & Co.	16,262,673
J. Walter Thompson Co.	12,636,196
Leo Burnett Co.	9,722,691
Biow Co.	9,508,410
Foote, Cone & Belding	8,645,611
Compton Adv.	7,262,490
Cunningham & Walsh	6,940,156
Geoffrey Wade Adv.	6,729,178
Needham, Louis & Brorby	5,938,072
Kudner Agency	5,815,439
Lennen & Newell	5,757,837

[These estimates are for time alone. Estimates of top agency time and talent billings were made by BROADCASTING • TELECASTING Jan. 5.]

TV Appeal Behind New Diamond Match Co. Package

NEW Diamond Match Co. packaging design is calculated to appear to video viewers by showing "family resemblance" among company's products and by variations in color.

EFFECTIVENESS on television is a primary factor considered in the Diamond Match Co.'s new packaging design for its line of houseware products, according to James D. Evans, company advertising manager.

The new packaging design, which is expected to be nationally distributed at the family level by Feb. 15, provides a Diamond "family resemblance" for its paper and woodware household products. The traditional Diamond red, white and blue colors require no changes for effective video appearance, Mr. Evans said.

The newly designed packages already have appeared in commercials on Pacific Coast video stations and the color variations are appealing both to women and to men, Mr. Evans said. The new designs were made to appeal to men also after a survey showing 68% of husbands shop for household items at least once a week.

Lettering on the packages has been increased in size to permit easy reading of the product name on store shelves, and a lighter red is used on larger packages such as napkins and towels most likely to be purchased by women, while darker, more vivid red is used on smaller packages of such items as matches and products men are more likely to buy.

Thus, according to Diamond, the packages are designed to appeal to impulse buying of Diamond products in self-service stores. Surveys have shown 38% of supermarket and 27% of drugstore purchases are unplanned, Mr. Evans said. The prominence of the Diamond brand name and the familiar diamond design is calculated to catch the eye of those familiar with Diamond products, he said.

Bank Ad Budgets Are Up, ABA Reveals in Survey

ADVERTISING expenditures by banks will reach a record high during 1953, according to results of an annual survey of commercial bank advertising plans conducted by the advertising department of the American Bankers Assn., New York.

Survey forecast that banks will spend an estimated $61 million on advertising their services during 1953. This represents a $13 million increase over advertising expenditures last year. Survey also revealed that radio-TV are among the media which banks will use in their advertising during the year.

Slesar, Hirx New Orr VPs

HENRY SLESAR, copy chief, and Lou Hirx, production head, were appointed vice presidents of Robert W. Orr & Assoc. last week.

Ethel Norman, with the agency since 1949, has been named assistant account executive.

Kremer, Harvey Setting Up West Coast Agency Service

A NEW type of "special service" firm to aid advertising agencies is being established by Ray H. Kremer, director of radio and television for Lambert & Feasley, New York, and William W. Harvey of Los Angeles.

It will be known as the Kremer & Harvey-West Coast Adv. Agency Service, on the West Coast.

In a sense the new company will be following the precedent established by Wyatt & Scheubel, New York, television and radio representatives of agencies located outside New York. The firm, Kremer & Harvey, however, will represent agencies and their clients who lack branch offices in the film capital on the West Coast. The headquarters will have complete office facilities at the disposal of such agencies at 2404 W. Seventh St., Los Angeles.

Mr. Kremer, who has been radio and television director for Lambert & Feasley for the past seven years and is a veteran of 22 years in the industry, will resign his agency post effective Feb. 15.

W&G's PSYCHOLOGY IN SELLING

Weiss & Geller, Chicago advertising agency, is using psychological studies to determine how effective certain types of programming are when related to the sponsor's message.

BECAUSE the successful advertising man is usually an excellent practical psychologist, Weiss & Geller Agency, Chicago, has adopted a policy of having its executive personnel work closely with leaders in the social science fields.

These areas, embracing psychiatry, psychoanalysis, psychology, sociology and anthropology, enable a deeper study of consumer motivations. Researchers thereby can more readily tailor advertising and copy themes to the real reasons for which consumers buy products, it is claimed.

"Applying the Third Dimension to Television," or the application of these motivation studies to advertising was outlined by Edward H. Weiss, president of the agency, to members of the Chicago Television Council at luncheon Wednesday in the Sheraton Hotel.

Mr. Weiss, concentrating on the fact that "crime doesn't pay[toc] some sponsors," spoke of the recent hubbub created in Chicago and Cleveland with exposure of the amount of crime and violence being telecast daily.

Mystery Case Analyzed

"Alarmed" at the results reported in Chicago by *The Daily News*, Mr. Weiss elaborated on his agency's findings that a mystery show was not successful programming for a client, Wine Corp. of America (Mogen David wine).

Psychological studies showed his agency personnel, he said, that a person's receptivity and reaction to a message is at a minimum when panic prevails, and many mystery shows induce a state of mild panic or hysteria. The same type of analysis was made for the commercials, which were revamped to fit in with the nostalgic, childhood-at-home feeling which analysts said wine brought to mind among most persons.

A new format, a quiz show, coupled with the home-sweet-home theme in the commercials, has resulted in an ever-widening sales curve for Mogen David, Mr. Weiss said.

Although he noted that some mystery shows attain high ratings, audience acceptance and sales, Mr. Weiss quoted findings of the Schwerin Research Corp., New York, which reported that mystery shows are more likely to sell equipment, such as cars and TV sets, than are products taken internally or orally.

For a Toni campaign, the agency determined that "what a woman really wants is approval of other women. She wants attractive hair to please herself and to make herself feel more feminine."

For Holeproof hosiery, and its Luxite lingerie line, W & G based an entire campaign upon a woman looking at herself in a mirror with the headline, "See Yourself in Luxite," because "one of woman's basic unconscious motives is self-adoration . . . Narcissism to social scientists."

JOHNSON, NAMM TO SPEAK IN D. C.

National and local experts will analyze the 1953 business outlook for the Nation's Capital. Sponsored by the Washington Board of Trade, sessions will be held tomorrow.

ARNO H. JOHNSON, vice president and director of research for J. Walter Thompson Co., and Benjamin H. Namm, board chairman, National Retail Dry Goods Assn., are on the agenda of the "Business Outlook Conference" this week in Washington, D. C.

Metropolitan Washington business activity and its prospects for 1953 will be the keynote for sessions held by the Washington Board of Trade tomorrow (Tuesday) at the Shoreham Hotel, according to Harry L. Merrick, vice president of Kal, Ehrlich & Merrick Adv., the event's publicity chairman.

Schedule includes the following speakers:

Morning session: Mr. Johnson will speak on "What's Ahead in '53" and Mr. Namm will discuss "The Retail Outlook in '53." Messrs. Johnson and Namm will participate in a panel discussion which also will include Hulbert T. Bisselle Jr., executive vice president, Riggs National Bank, Washington; Frank E. Weakly, president, Washington Properties Inc.; George Burrus, president, Peoples Drug Stores Inc., Washington, and Philip M. Talbot, senior vice president, Woodward & Lothrop Inc., Washington.

Luncheon session: Arch N. Booth, executive vice president, Chamber of Commerce of the United States, "Business and the New Administration."

Afternoon session: Dr. Homer Hoyt, president, Homer Hoyt & Assoc., "The Business Future in the Washington Metropolitan Area." Mr. Hoyt will speak on a panel including Frank J. Luchs, executive vice president, Shannon & Luchs; John A. Reilly, president, Second National Bank, Washington; J. M. Meehan, chief of the Office of Business Economics, U. S. Dept. of Commerce; Louis Justement, architect, and John A. Remon, member, National Capital Planning Commission.

William A. Zeckendorf, president, Webb & Knapp Inc., will speak on "Lifting Your Sights."

Brown From CBS to Forjoe

JAMES F. BROWN has resigned CBS Chicago to join Forjoe & Co., radio and television station representative firm, on Feb. 2 as vice president and general manager of the Midwest Division. He succeeds William Wyatt, who resigned to join the George W. Clark station representative firm as vice president in charge of the Eastern Division, headquartering in New York [B•T, Jan. 12].

Robert J. Davis Sr. Dies

FUNERAL services were held Friday at Glendale, Calif., for Robert J. Davis Sr., 53, owner of Davis & Co., Los Angeles advertising agency, who died Jan. 18 after a heart attack. A son, Robert J. Davis Jr., is radio-TV director of Davis & Co.

ANNUAL "Colonel of the Year" award by Free & Peters Inc., radio-TV station representative, went to Hal Hoag (2d from l), western manager of firm headquartering in Hollywood. Mr. Hoag, with Free & Peters for 15 years, also was named vice president. L to r: Bill Bryan, F & P Detroit manager, named "colonel" in 1950; Mr. Hoag, '52 winner; Lloyd Griffin, H. Preston Peters and Russel Woodward, F & P directors; Jones Scovern, eastern sales manager for radio, who received honor in 1949. Firm makes award each year in recognition of unusual growth and contribution by F & P executives to its business success.

NEW BUSINESS

Spot

Manischewitz Wine Co., N. Y., returns to radio with spot announcement campaign effective today (Monday) after short hiatus. Agency: Donahue & Coe, N. Y.

Swift & Co., Chicago (Jewel shortening), renews Ernest Tubbs program, Mon., Wed., Fri. quarter-hour, in 35 southern markets from Feb. 2 through May 1. Agency: J. Walter Thompson Co., Chicago.

Girard's Inc., San Rafael, Calif. (salad dressing), started *It's Glenn Again* on KECA-TV Los Angeles and KGO-TV San Francisco, Sun., 9:15-9:30 p.m. PST, for 13 weeks from Jan. 18. Agency: Guild, Bascom & Bonfigli, S. F.

Kiplinger News Letter, Washington, D. C., planning radio spot campaign to begin almost immediately. Agency: Albert Frank-Guenther Law, N. Y.

Dale Dance Schools, N. Y., has started 1953 radio campaign with contracts on following stations: WMCA and WINS New York; KJBS San Francisco and WIND Chicago. Other cities are expected to be added. Agency: William Warren, Jackson & Delaney, N. Y.

I. J. Grass Noodle Co., Chicago (Mrs. Grass' soup mixes), placing spot campaign on WTAM Cleveland, WLWT (TV) Cincinnati, WLWD (Dayton), WLWC (TV) Columbus, WBKB (TV) and WNBQ (TV) both Chicago, WTMJ-TV and WFOX both Milwaukee. Agency: Phil Gordon Agency, Chicago.

General Shale Products Corp., Johnson City, Tenn. (building materials), starts transcribed *Marvin Miller, Story Teller*, five times weekly five minute program, on WWNC Asheville, N. C.; WPUV Pulaski, Va.; WHIS Bluefield, W.Va.; WJHL Johnson City, and WKPT Kingsport, Tenn., for 52 weeks from today (Monday). Firm pre-tested series on WDEF Chattanooga and WNOX Knoxville. Agency: Lavidge & Davis, Knoxville.

Brown & Williamson, Louisville (Raleigh cigarettes), is adding 10 TV markets to its film spot schedule. Three announcements will be used weekly in each area indefinitely. Agency: Russel M. Seeds Co., Chicago.

Paper-Mate Co., L. A., is spending reported $78,000 for radio and TV spots in Chicago area during 45-day intensive advertising campaign for ball point pen. Of this, estimated $50,000 is for TV. Agency: Erwin, Wasey & Co., L. A.

Network

International Shoe Co., St. Louis, renews 10-10:15 a.m. portion of *Howdy Doody* Sat. on NBC radio for 52 weeks from March 21. Agency: Henri, Hurst & McDonald, Chicago.

Armour & Co., Chicago, has ordered another 60 AM stations for *Dial Dave Garroway* on NBC network of 100 stations 1:30-1:45 p.m. CT from March 2. Agency: Foote, Cone & Belding, Chicago.

General Mills, Minneapolis, has signed for sponsorship of Friday portion of *Ding Dong School*, on NBC-TV from Chicago Mon. through Fri., 9-9:30 a.m. CT. Product to be advertised is Kix. Agency: Tatham-Laird, Chicago.

Skinner Mfg. Co., Omaha (Skinner's Raisin Bran), sponsoring *No School Today* over ABC radio, Sat., 9:30-10 a.m. EST for 13 weeks, effective Feb. 28. Agency: Bozell & Jacobs, Omaha.

Agency Appointments

Procter & Gamble Co., Cincinnati, names Benton & Bowles, N. Y., for Pert, new home permanent, effective Feb. 1.

Dejur Amsco (photographic equipment and cameras), names Friend, Reiss, McGlone, N. Y.

M. A. Bruder & Sons, Phila. (paints and building materials), appoints Abner J. Gelula & Assoc., Phila. Radio-TV will be used.

Colorglo Products Inc., L. A. (auto polish), appoints Philip J. Meany Co., that city.

Workshop Assoc. Div., Gabriel Co., Norwood, Mass., appoints Larcom Randall Adv., Boston, Mass.

Utility Appliance Corp., L. A. (Gaffers, Sattler and Occidental gas ranges, Utility heaters and coolers), appoints Calkins & Holden, Carlock, McClinton & Smith Inc., L. A. Radio-TV is being used.

Bol Mfg. Co., Chicago, appoints Schwimmer & Scott, same city, for six flavors of Hopalong Cassidy Aid. Account executive is **Edward H. Guy.** Media will be selected by mid-February.

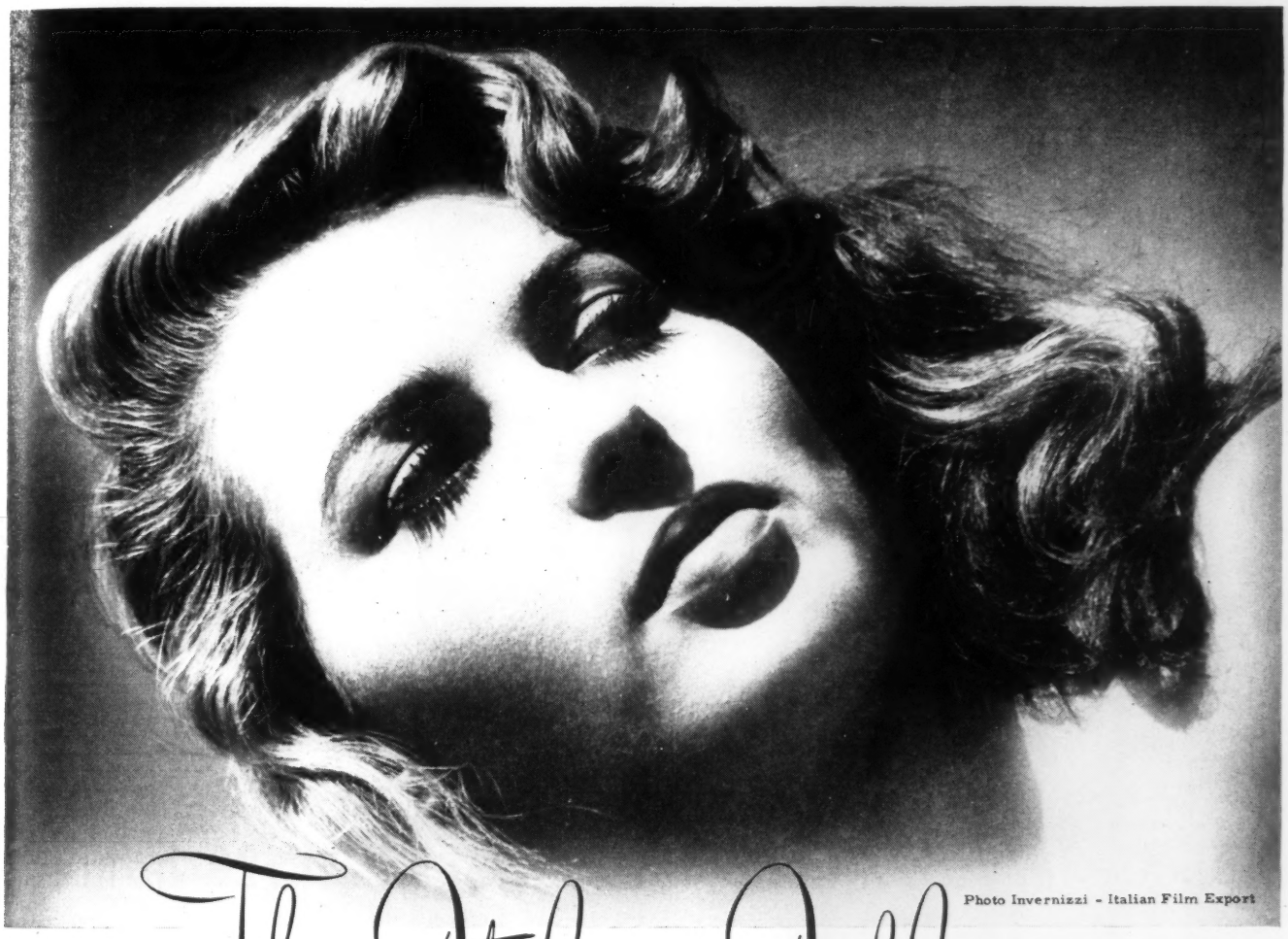


Photo Invernizzi - Italian Film Export

The Italian Influence

Glamorous Silvana Mangano, Italian motion picture star, is one reason why Italy is a leading film-producing nation.

In films, as in the world of fashions, food and furniture -- in American industry and arts generally -- Italian creativeness continues to play a more and more important role in satisfying our demands for better living. The Italian Influence on American home decoration and cuisine is assuming dominant proportions, and in fashions, Italy ranks second only to France and is rapidly closing the gap.

To you the advertiser, all this has a special meaning. More than two million Americans of Italian origin live in and around New York. To them, WOV, is the link between the old world and the new.

It is upon this tremendous group that the Italian Influence makes its first and most penetrating impact in stimulating the desire for better living. There is money here, too -- in abundance, for all the good things of life, American or Italian.

Your approach to advertising in the New York market needs careful appraisal in the light of the intimate association between WOV and the largest Italian-speaking community in the world -- in the light of the Italian Influence on the buying habits of this area.

Originators of *Audited Audiences*

WOV

NEW YORK

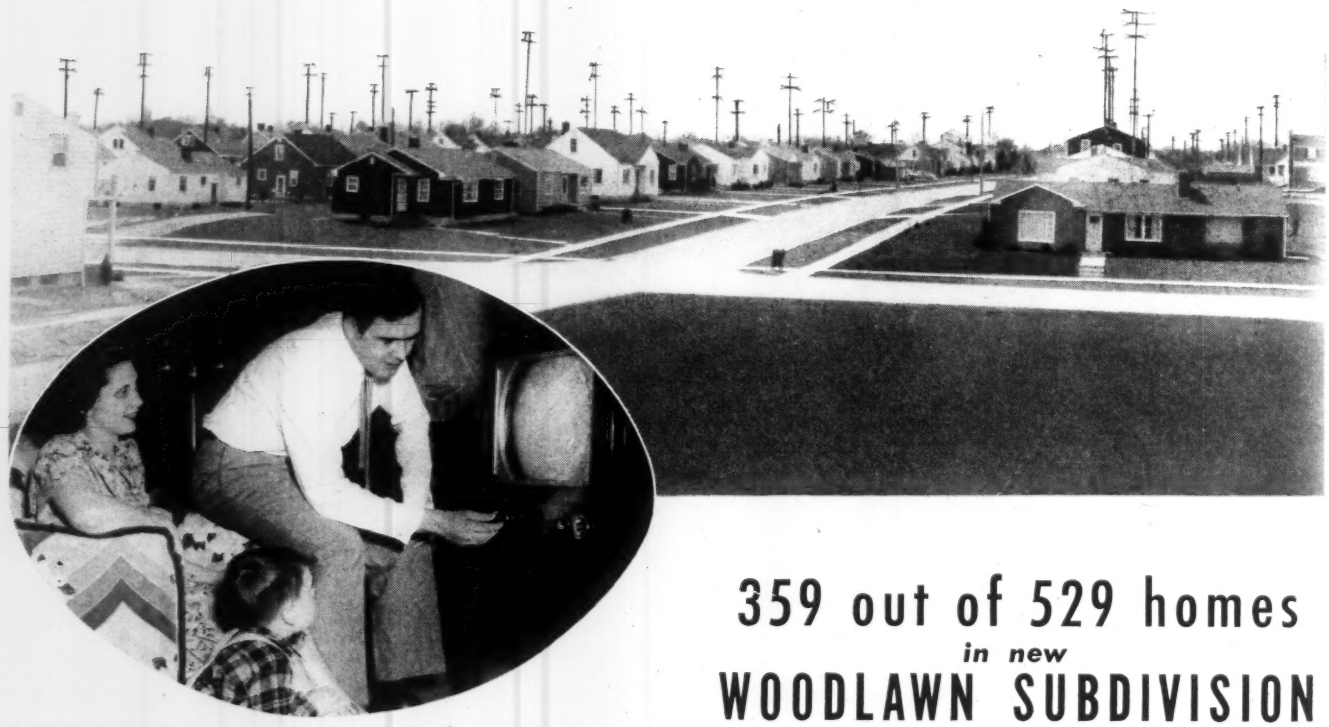
5000 WATTS

Representatives:
John E. Pearson Co.

730 FIFTH AVE., NEW YORK 19 • ROME STUDIOS: VIA di PORTA PINCIANA 4

XUM

This is FLINT, MICHIGAN



Mr and Mrs. J. D. Wismer and Son, Donnie, 614 Meade, who say "Our best reception comes from WJIM-TV Lansing and like our neighbors we listen to WJIM most of the time."

359 out of 529 homes
in new
WOODLAWN SUBDIVISION
(East Court St. Section)

HAVE TELEVISION SETS and listen regularly to WJIM-TV Lansing. The station that serves 5 major markets in Michigan — Saginaw, Flint, Lansing, Battle Creek, Jackson.

ONE great television station, with programming from four networks, puts your advertising dollar to work in FIVE major Michigan markets.

You get 100% of the audience when you buy WJIM-TV. It's a market of ONE MILLION PEOPLE with annual retail sales of more than ONE BILLION DOLLARS!

WJIM-TV

Channel 6

serving

5 Major Michigan Markets

Saginaw, Flint, Lansing

Battle Creek, Jackson

MULTI-SET HOMES AND AUTO RADIOS SURVEYED BY NIELSEN

This Nielsen survey was completed last June. To assure a comprehensive study, interviews in a sample of 100,000 homes in all 3,072 U. S. counties were conducted.

FORTY-FOUR per cent of all U. S. radio homes have two or more radio receivers and more than 22 million families own one or more car radios.

These figures were reported last week by A. C. Nielsen Co., Chicago market research firm, which released a nation-wide measurement survey of multiple-set ownership after six months of compilation. Personal interviews in a sample of 100,000 homes in all 3,072 U. S. counties provided the basis for the study.

At the time field work was completed June 1 of last year there were 70,175,670 radio sets and 17,706,930 television receivers operating nationally, with a combined radio-TV total of 87,882,600. This is in addition to car radios.

Radio homes total 43,949,460, of which 44% have two or more sets. In analysis of multiple-ownership, the measurement shows 56% of all U. S. radio homes have one receiver only, 32% have two sets and 12% have three or more receivers.

Although Nielsen is not ready to release the total number of car radio sets in operation, the survey shows a total of 33,581,970 families own cars. Of this number, 67% or 22,630,820 families have one or more car radios.

In an effort to determine the actual number of radio and television sets in operation, rather than merely the number in circulation, the Nielsen field workers excluded in the home-radio count all automobile sets, portables not used in the home, FM-only models, sets which were out of order and not slated for immediate repair and sets installed in businesses and public places.

All Home Sets

The count included all radio sets in the home, all in barns, garages, workshops and other outbuildings, combination AM-FM, AM-TV and AM-phonographs, portables used in the home and receivers used by servants, guests and roomers.

"Every set counted is actually delivering an audience, giving us a record, not of receivers in existence but of AM and TV receivers in actual use," Mr. Nielsen, president of the company, commented.

Figures were culled from Nielsen Coverage Service data. In correlating figures, Nielsen researchers found that families with three or more radio sets are more likely to have TV than are families with only one radio. The study showed also that similar relationships were applicable to large families and to those in the upper economic brackets.

Based on May 1952 estimates, the Nielsen Co. analyzed distribution of radio homes and found 45% of all radio homes are comprised of families with three to four persons—31%, families of one and two, and 24%, five or more.

Families with 3-4 persons accounted for 43% of the one-set home; 1-2, 35%, and five or more, 22%. Three- and four-member families represented 48% of the two-set homes; 1 and 2 persons, 27%, and 5 or more, 25%. Fifty per cent of the three-set homes were in families of 3 and 4 persons, 30% in 5 or more and 20% in 1 and 2.

Thirty-nine per cent of all radio homes have TV sets and 61% radio only. Sixty-four per cent of one-set radio homes have radio only; 36%, TV. Among two-set radio homes, 58% have radio only; 42%, TV. In the three-set radio home, 50% have radio only; 50%, TV.

Fifty-seven per cent of the three-set homes are maintained by persons in the upper economic level, 30% by middle economic groups and 13% by lower. Forty-seven per cent of the two-set radio homes are upper, 34% middle and 19% lower. In the one-set radio homes, 34% are upper, 33% middle and 33% lower. In the all radio homes, 41% are upper, 33% middle and 26% lower.

DRAMA PREFERRED, SAYS THE PULSE

IN ISSUING its report on top 25 network television programs for July-December 1952 period last week, The Pulse commented that dramas continue to place more programs among the leaders, but comedy-situation formats are proving increasingly popular. Top 25 network TV programs are listed as follows:

TOP TWENTY-FIVE NETWORK TV PROGRAMS
(from Multi-Market Tele Pulse, July-December, 1952)

	July-Dec. 1952	Jan.-June 1952
I Love Lucy (CBS)	46.6	39.5
Texaco Star Theatre (NBC)	41.2	36.6
Godfrey's Talent Scouts (CBS)	36.0	39.1
Comedy Hour (NBC)	35.0	27.4
Your Show of Shows (NBC)	34.8	35.7
Dragnet (NBC)	34.0	–
Godfrey and His Friends (CBS)	33.1	33.8
You Bet Your Life (NBC)	30.8	32.9
Fireside Theatre (NBC)	30.5	31.6
Red Skelton (NBC)	27.7	36.3
Television Playhouse (NBC)	27.5	30.0
Boxing (Wednesday) (CBS)	27.4	26.3
Life With Luigi (CBS)	27.3	*
Mama (CBS)	27.1	29.5
My Friend Irma (CBS)	27.1	24.6
What's My Line (CBS)	26.9	25.6
Robert Montgomery (NBC)	25.6	25.9
Our Miss Brooks (CBS)	25.4	*
Man Against Crime (CBS)	25.1	24.1
Your Hit Parade (NBC)	25.0	24.1
T-Men in Action (NBC)	24.9	–
Big Town (CBS)	24.6	24.1
Studio One (CBS)	24.1	25.3
Racket Squad (CBS)	24.0	–
Toast of the Town (CBS)	23.9	29.1

* Not telecast during this period
– Failed to make Top Twenty-Five

NBC, CBS Share Honors In Trendex TV Ratings

NBC-TV and CBS-TV each placed five programs among the top 10 Trendex Ratings for evening sponsored shows the week of Jan. 2-8. They are as follows:

1. I Love Lucy (CBS)	66.7
2. Talent Scouts (CBS)	53.1
3. Dragnet (NBC)	48.6
4. Godfrey and His Friends (CBS)	45.7
5. Star Theatre (Berle) (NBC)	41.3
6. Red Buttons (CBS)	38.5
7. Comedy Hour (Hope) (NBC)	38.0
8. You Bet Your Life (NBC)	36.3
9. T-Men in Action (NBC)	35.3
10. Suspense (CBS)	33.4

TV NEWSREEL

DISCUSSING Ipana toothpaste sponsorship of *The Jackie Gleason Show* (CBS-TV, Sat., 8-9 p.m. EST), are (l to r): E. Lloyd Bernegger, Bristol-Myers Co. v. p. in chg. of sales; R. B. Brown, pres. of B-M products div.; Mr. Gleason.

MUSICAL messages for clients was probably the topic of conversation when these three gentlemen got together. (L to r) are Rudolph Bruce, adv. mgr. of New England Coke Co. and president of the Radio Executives Club of New England; Jack Wilcher, jingles writer, and Paul Provandie, Hoag & Provandie, Boston.

EXCLUSIVE TV rights to all Boston Celtics basketball games were negotiated for WNAC-TV that city by Linus Travers (r), exec. vice pres. of Yankee Network. Signing is Walter Brown (c), president of the Boston Garden, while Celtics coach Red Auerbach looks on.

COCA-COLA Bottling Co. of Honolulu Ltd. arranges 52-week contract with KGMB-TV Honolulu for *Kit Carson Show*. L to r are Paul Beam, of Beam & Milici Adv.; J. Q. Adams, bottling company vice pres.-gen. mgr.; J. Howard Worrall, pres., Hawaiian Broadcasting System, and Wayne Kearl, broadcasting company gen. sales mgr.

XUM

When the dogwood blooms in Atlanta WSB-TV will be operating with 100,000 watts

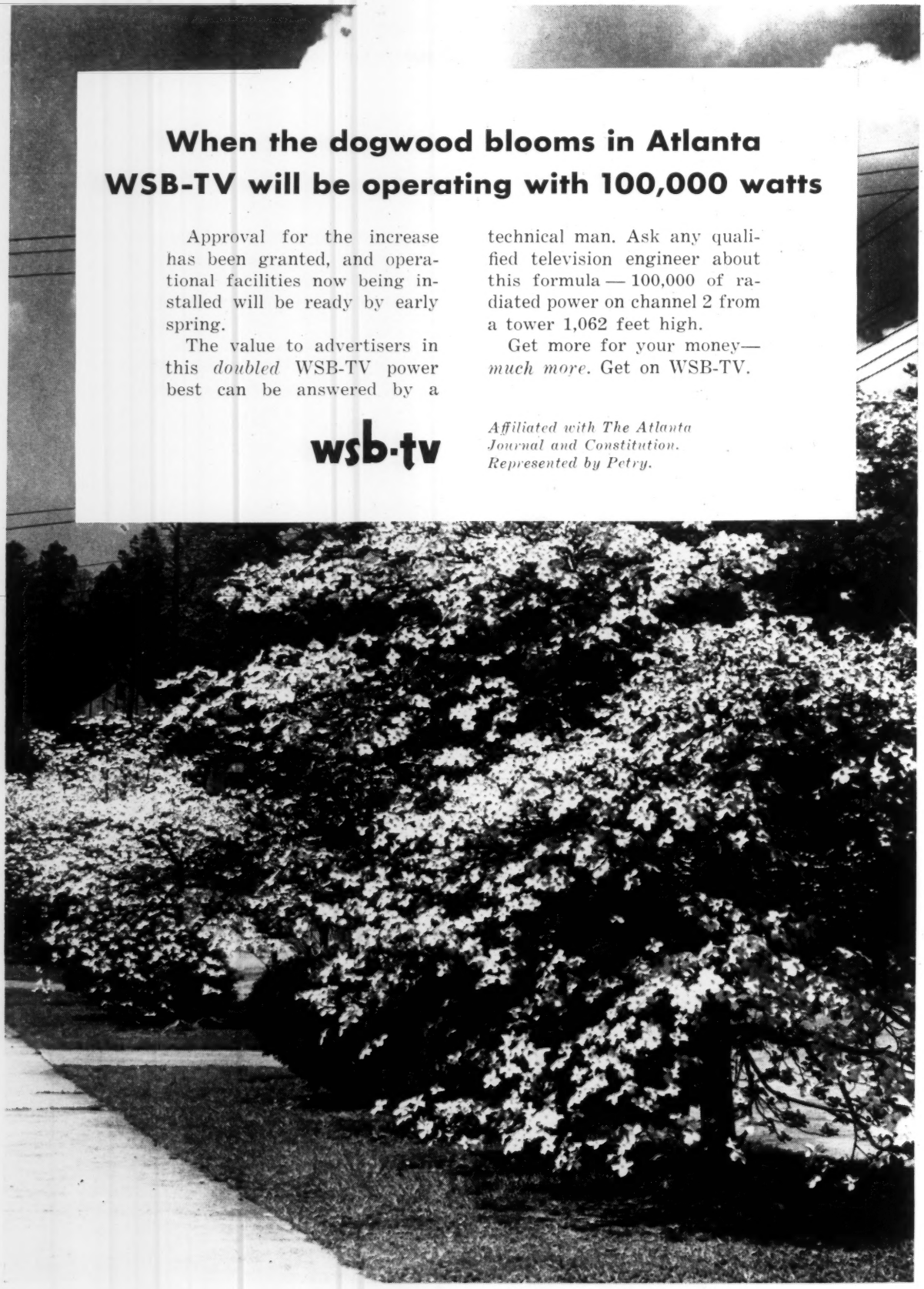
Approval for the increase has been granted, and operational facilities now being installed will be ready by early spring.

The value to advertisers in this *doubled* WSB-TV power best can be answered by a technical man. Ask any qualified television engineer about this formula — 100,000 of radiated power on channel 2 from a tower 1,062 feet high.

Get more for your money—*much more*. Get on WSB-TV.

wsb-tv

Affiliated with The Atlanta Journal and Constitution. Represented by Petry.



FCC STATISTICS: REVENUE PER RECEIVER

FCC has an eye for figures, too. Hy Goldin at the Commission came up with a median revenue per television receiver, and information of interest to the telecaster—whether "average," or otherwise.

DOES YOUR TV station gross about $6.28 per receiver?

If so, you are "average" and party to a vital FCC statistic—one of many on revenues-per-receiver for various markets disclosed last week—which TV applicants may find useful in determining estimated incomes for their prospective stations.

The figure of $6.28 is the median revenue-per-set for all 107 stations operating the full year during 1951. For 1950 the median revenue-per-set per-station (106 outlets reporting) was $5.90.

If you were the only station in your market in 1951, your revenue per-receiver probably was around $9.82, while in 1950 it probably was about $10.13. But in 1951, one-station markets had an average of 96,000 sets-per-market while there was an average of only 40,000 sets for such markets the previous year.

The median revenue-per-set, per-station, for 1951 in a two-station market was $7. For 1950 in a two-station market it was the same. For three-station markets, the median in 1951 was $4.38, 1950 $5.25; four-station markets—1951 $3, 1950 $3.60; seven-station markets—1951 $1.75, 1950 $1.60. Tables I and II).

Of particular interest to FCC observers in the study is the similarity of median revenues-per-set for any given market (one-station, two-station etc.) regardless of the changes in the total number of receivers in that type market from one year to the next. Also, it is noted, revenue per-set per-station decreases as more stations are added to a market.

The figures are part of several tables concerning revenue-per-set which were compiled by Hy Goldin, FCC's assistant chief accountant in charge of economics and statistics.

Mr. Goldin presented the data last Monday at the Tampa-St. Petersburg comparative hearing for three applicants seeking vhf Ch. 8. The proceeding, involving the competitive bids of WTSP, WFLA and Tampa Bay Area Telecasting Corp., was completed last week before Hearing Examiner Basil P. Cooper.

Mr. Goldin prepared the data at the request

TELESTATUS®

Weekly TV Set Summary—January 26, 1953—TELECASTING SURVEY

City	Outlets on Air	Sets in Area
Albuquerque	KOB-TV	16,500
Ames	WOI-TV	109,771
Atlanta	WAGA-TV, WSB-TV, WLTV	215,000
Atlantic City	WFPG-TV	5,500
Austin	KTBC-TV	18,180
Baltimore	WAAM, WBAL-TV, WMAR-TV	453,074
Binghamton	WNFB-TV	101,450
Birmingham	WAFM-TV, WBRC-TV	141,000
Bloomington	WTTV	194,050
Boston	WBZ-TV, WNAC-TV	1,002,032
Buffalo	WBEN-TV	315,738
Charlotte	WBTV	280,499
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	1,290,287
Cincinnati	WCPO-TV, WKRC-TV, WLWT	391,000
Cleveland	WEWS, WNBK, WXEL	711,245
Colorado Springs	KKTV	12,500
Columbus	WBNS-TV, WLWC, WTVN	268,000
Dallas-Ft. Worth	KRLD-TV, WFAA-TV, WBAP-TV	225,000
Davenport	WOC-TV	156,000
Quad Cities Include Davenport, Moline, Rock Is., E. Moline		
Dayton	WHIO-TV, WLWD	264,000
Denver	KFEL-TV, KBTV	78,198
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	817,000
El Paso	KROD-TV, KTSM-TV	.....
Erie	WICU	175,550
Ft. Worth-Dallas	WBAP-TV, KRLD-TV, WFAA-TV	225,000
Grand Rapids	WOOD-TV	223,961
Greensboro	WFMY-TV	148,391
Honolulu	KGMB-TV, KONA	12,386
Houston	KPRC-TV	211,500
Huntington-Charleston	WSAZ-TV	131,122
Indianapolis	WFBM-TV	292,000
Jacksonville	WMBR-TV	92,900
Johnstown	WJAC-TV	534,982
Kalamazoo	WKZO-TV	241,832
Kansas City	WDAF-TV	263,675
Lancaster	WGAL-TV	183,020
Lansing	WJIM-TV	123,000
Los Angeles	KECA-TV, KHJ-TV, KLAC-TV, KNBH, KTLA, KNXT, KTTV	1,457,058
Louisville	WAVE-TV, WHAS-TV	214,887
Lubbock, Tex.	KDUB-TV	14,999
Matamoros (Mexico), Brownsville, Tex.	XELD-TV	27,300
Memphis	WMCT	180,190
Miami	WTVJ	159,700
Milwaukee	WTMJ-TV	386,021
Minn.-St. Paul	KSTP-TV, WCCO-TV	329,200
Mobile	WALA-TV, WKAB-TV	.....
Nashville	WSM-TV	98,168
New Haven	WNHC-TV	340,000
New Orleans	WDSU-TV	133,213
New York-Newark	WABD, WCBS-TV, WJZ-TV, WNBT, WOR-TV, WPIX, WATV	3,059,400
Norfolk-Portsmouth-Newport News	WTAR-TV	152,498
Oklahoma City	WKY-TV	179,739
Omaha	KMTV, WOW-TV	154,876
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	1,124,585
Phoenix	KPHO-TV	67,400
Pittsburgh	WDTV	535,000
Portland, Ore.	KPTV	30,734
Providence	WJAR-TV	248,000
Richmond	WTVR	157,452
Roanoke	WSLS-TV	39,800
Rochester	WHAM-TV	164,000
Rock Island	WHBF-TV	156,000
Quad Cities Include Davenport, Moline, Rock Is., E. Moline		
Salt Lake City	KDYL-TV, KSL-TV	106,800
San Antonio	KEYL, WOAI-TV	120,444
San Diego	KFMB-TV	166,150
San Francisco	KGO-TV, KPIX, KRON-TV	494,000
Schenectady-Albany-Troy	WRGB	250,450
Seattle	KING-TV	223,600
South Bend	WSBT-TV	8,000
Spokane	KHQ-TV	14,539
St. Louis	KSD-TV	480,000
Syracuse	WHEN, WSYR-TV	206,135
Toledo	WSPD-TV	209,000
Tulsa	KOTV	134,275
Utica-Rome	WKTV	85,000
Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	418,147
Wilkes-Barre	WBRE-TV	.....
Wilmington	WDEL-TV	123,418
York	WSBA-TV	21,000

Total Stations on Air 127* Total Markets on Air 78* Total Sets in Use 20,415,561

* Includes XELD-TV Matamoros, Mexico

Editor's Note: Totals for each market represent estimated sets within television area. Where coverage areas overlap set counts may be partially duplicated. Sources of set estimates are based on data from dealers, distributors, TV circulation committees, electric companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas are necessarily approximate.

Station
KRLD TV
Dallas
Texas' Most Powerful Television Station
★
SERVES THE LARGEST
TELEVISION MARKET...
Southwest
DALLAS and FORT WORTH
More than a Million urban population in the 50-mile area
More than TWO MILLION in the 100-mile area . . .
NOW
225,000
TELEVISION HOMES IN KRLD-TV'S EFFECTIVE COVERAGE AREA
EXCLUSIVE CBS TELEVISION OUTLET FOR DALLAS-FORT WORTH AREAS
This is why KRLD-TV is your best buy
Channel 4 . . . Represented by
The BRANHAM Company

of the attorneys for the three applicants following conflicts which arose over estimates of revenues for the market. It is taken from the actual reports on revenue made by the 107 operating stations on FCC Form 324. NBC estimates of receiving sets in use per market are employed and population figures are those of the 1950 census.

Whereas Tables I and II concern median revenues-per-set per-station for all stations operating in 1950 and 1951, Tables III and IV concern such revenue only for about two dozen stations in one- and two-station metropolitan areas with populations of 250,000 to 500,000. Median revenue per-set in the one-station market is $11 for 1951 and $10 for 1950. Revenue per set to each station in the two-station market is $7 for 1951, $5.50 for 1950.

Median revenue per-set for each of the two dozen outlets is $9.17 for 1951 and $9 for 1950.

Table V, representing data for 15 stations in 14 selected markets, shows a percentage distribution of revenue sources—network, national spot and local—in addition to revenue per-set.

Table V covers 13 one-station markets and one two-station market. Although most of the 14 cities included range in size from about 250,000 to 500,000, the market area for each of the cities comprises an average 600,000 persons, based upon J. Walter Thompson Co. market area data.

Table VI shows average revenue per station for 1951, classified by number of sets in the market, for one-station and two-station markets in areas of 250,000 to 500,000 population.

TABLE I—ALL MARKETS

1951 Revenue Per Set Per Station, Classified by Number of Stations in Market

Revenue Per Set Per Station (Dollars & Cents)	Number of Stations in Markets 1	2	3	4	7	Total
Under $1.00					4	4
1.00-2.00					4	4
2.00-4.00		2	10	6	6	24
4.00-6.00	3	6	8	2		19
6.00-8.00	7	6	5			18
8.00-10.00	11	6				17
10.00-12.00	4	1				5
12.00-14.00	7	1				8
14.00-16.00	3					3
16.00-18.00	4					4
18.00-20.00	1					1
Total number of stations	40	22	23	8	14	107
Median Revenue Per Set Per Station	$9.82	$7.00	$4.38	$3.00	$1.75	$6.28

NOTE: Does not include one station [WLTV Atlanta] in a three station market which went on the air late in 1951. All the remaining 107 stations were on the air for a full year during 1951.

TABLE II—ALL MARKETS

1950 Revenue Per Set Per Station, Classified by Number of Stations in Market

Revenue Per Set Per Station (Dollars & Cents)	Number of Stations in Markets 1	2	3	4	7	Total
Under $1.00					4	4
1.00-2.00					5	5
2.00-4.00	1	4	10	5	5	25
4.00-6.00	3	6	8	3		20
6.00-8.00	6	4	3			13
8.00-10.00	9	4				13
10.00-12.00	8	2				10
12.00-14.00	3	4				7
14.00-16.00	5					5
16.00-18.00	3					3
18.00-20.00	1					1
Total number of stations	39	24	21	8	14	106
Median Revenue Per Set Per Station	$10.13	$7.00	$5.25	$3.60	$1.60	$5.90

Note: 107 stations were in operation at end of 1950, but data for 1 station were not available.

TABLE III

1951 Revenue Per Set Per Station for Stations Located in Metropolitan Areas With Populations of 250,000-500,000

Revenue Per Set Per Station (Dollars & Cents)	Number of Stations in Market 1	2	Total
$4.00-$6.00	2	3	5
6.00-8.00	2	2	4
8.00-10.00	3	3	6
10.00-12.00	3		3
12.00-14.00	4		4
14.00-16.00	2		2
16.00-18.00	1		1
Total Number of Stations	17	8	25
Median Revenue Per Set Per Station	$11.00	$7.00	$9.17

THOMPSON CO. TV SET COUNT BRINGS PROTESTS FROM VIDEO BROADCASTERS

Agency's report on sets-in-use in 162 major markets arouses complaints by TV broadcasters and station representatives on ground J. Walter Thompson Co. underestimated coverage of many stations in top markets by restricting estimates to areas defined as "metropolitan."

J. WALTER THOMPSON Co. uncorked a market-by-market estimate of television sets-in-use last week which touched off a series of resounding cries from television broadcasters and station representatives.

The crux of the complaints was that, in confining estimates in top markets to the areas defined as "metropolian," the agency had seriously underestimated true coverage of many stations, whose range does not terminate at political or geographical lines.

The survey offers this "Summary of Number of Television Receivers Estimated To Be in Households and Public Places in the U. S., Jan. 1, 1953":

	Estimated No. TV Receivers	Per Cent of U.S. Total
First 162 U. S. Markets, Made up of 280 Counties	17,414,037	82.924
Markets Beyond First 162, each Having 500 or More TV Receivers (698 Counties)	3,180,766	15.146
Markets Wherein There Are Less Than 500 Receivers Each (1,794 Counties)	405,197	1.930
Markets Having No TV Receivers (301 Counties)		
Total U. S. (3,073 Counties)	21,000,000	100.0%

The report finds it "significant to note that those of the 162 markets wherein there are television transmitters account for 47% of the nation's households and 73.6% of the television receivers in use. The entire 162 top U. S. markets account for 58.8% of the U. S. households and 82.9% of the 21 million receivers in homes and public places, according to these estimates."

Of the 76 markets having TV stations as of Jan. 1, it is noted, all but three are among the 162 top U. S. markets. These 162 markets are as defined in "Population and Its Distribution," compiled by J. Walter Thompson Co.

The set estimates of the Thompson company were prepared, the report explains, "to facilitate the answering of important questions asked by advertisers, agency personnel, and sales and research executives relative to the potential penetration of television advertising into specific markets."

The material, it is noted, "provides data that makes it possible to determine answers to such common questions as the following:

"How effectively can specific markets be reached by television?

"In which markets are other media required to achieve satisfactory coverage?

"Is the sales and merchandising follow-through that stems from television advertising being directed to the markets where it will do the most good?"

The report continues:

". . . Since most television stations have an effective coverage radius of 50 miles or greater from the transmitter the television advertiser is able to reach far beyond the transmitting markets. Thus it occurs that such markets as Hartford and Bridgeport, Conn.; Trenton, N. J.; Allentown, Bethlehem and Easton, Pa., show a high ratio of television households despite the absence of transmitters in any of those cities."

The study estimates that all TV sets in use in the U. S. were manufactured since the war, except for a few thousand demonstrated and sold at the World's Fair in 1939, and that 80% of all of today's receivers were built in or after 1950. In all, it is estimated, 23,016,645 sets have been built, with 21 million of these having been sold domestically. Since set life is estimated at about eight years, "obsolescence has not yet become an important factor," the report concludes.

Nor does the study find multiple ownership of sets an "important" factor; not more than 1% of the TV homes had more than one set.

The report also notes that as yet there is no information "on the speed with which receivers can be mass-converted in new uhf markets where vht reception has been an established thing," and no indication "as to what percentage of owners will desire such a conversion."

The Thompson agency's set estimates, the report explains, are based on data "derived from a variety of competent sources many of which are confidential." But their accuracy "has been authenticated by field investigation in selected markets and the figures reported are believed to have an accuracy of plus or minus 5%," the report maintains.

TABLE IV

1950 Revenue Per Set Per Station for Stations Located in Metropolitan Areas with Population of 250,000-500,000

Revenue Per Set Per Station (Dollars & Cents)	Number of Stations in Market 1	2	Total
$2.00-4.00	1	1	2
4.00-6.00	1	4	5
6.00-8.00	1	1	2
8.00-10.00	5	1	6
10.00-12.00	3		3
12.00-14.00	1	1	2
14.00-16.00	3		3
16.00-18.00			
18.00-20.00	1		1
Total Number of Stations	16	8	24
Median Revenue per set Per Station	$10.00	$5.50	$9.00

TABLE V—14 SELECTED MARKETS

Revenue Per Set Per Station and Percentage Distribution of Time Sales, 1951

Station	Revenue Per Set Per Station	Percent Distribution of Total Time Sales: Network[1] %	Gross Nat'l. Spot[2] %	Local %
1	$17.80	34.4	37.8	27.8
2	15.80	22.9	35.9	41.2
3	15.58	30.8	41.0	28.2
4	15.34	54.9	40.6	4.5
5	13.39	26.1	30.4	43.5
6	11.41	25.3	52.4	22.3
7	9.76	20.5	36.6	42.9
8	9.38	21.8	51.0	27.2
9	8.60	54.0	32.1	13.9
10	8.44	33.3	43.2	23.5
11	8.10	54.0	18.6	27.4
12	7.59	38.2	42.3	19.5
13	6.83	35.5	64.5	
14	6.25	20.6		79.4
15	5.12	49.4	30.3	20.3

Median revenue per station per set $9.38.

[1] Net revenue.

[2] Gross revenue before deductions for commissions to advertising agencies, national representatives, etc.

TABLE VI

1951 Average Revenue Per Station, Classified by Number of Sets in Market (250,000-500,000 pop.)

No. of Sets (July 1, 1951)	Average Revenue Per Station for one-station No. of Stations	Markets (000)	Average Revenue Per Station for one- and two-station No. of Stations	Markets (000)
Under 50,000*	4	$496	6	$462
50,000-75,000	4	648	4	648
Over 75,000	9	952	15	872

* Average 40,000 pop.

Benny at Top Of AM Nielsen Ratings

LEADING radio shows for the week of Dec. 7-13 have been released by the A. C. Nielsen Co. Jack Benny's program heads the evening, once-a-week list. Weekday favorite is *Our Gal Sunday*. Complete ratings follow:

NATIONAL NIELSEN-RATINGS

TOP RADIO PROGRAMS—Regular Week Dec. 7-13, 1952
Nielsen-Rating*

Current Rank	Program	Current Rating Homes %
EVENING, ONCE-A-WEEK (Average For All Programs)		(5.9)
1	Jack Benny (CBS)	13.2
2	Charlie McCarthy Show (CBS	12.1
3	Amos 'n' Andy (CBS)	11.8
4	Lux Radio Theater (CBS)	10.5
5	Our Miss Brooks (CBS)	9.7
6	Theater Guild on the Air (NBC)	9.6
7	Big Story (NBC)	9.1
8	My Little Margie (CBS)	8.9
9	People Are Funny (CBS)	8.8
10	Railroad Hour (NBC)	8.8
EVENING, MULTI-WEEKLY (Average For All Programs)		(3.5)
1	One Man's Family (NBC)	7.0
2	News of the World (NBC)	5.9
3	Lone Ranger (ABC)	5.5
WEEKDAY (Average For All Programs)		(4.2)
1	Our Gal, Sunday (CBS)	7.4
2	Arthur Godfrey (Nabisco) (CBS)	7.2
3	Romance of Helen Trent (CBS)	7.2
4	Ma Perkins (CBS)	7.0
5	This is Nora Drake (Seeman) (CBS)	6.8
6	Guiding Light (CBS)	6.7
7	Arthur Godfrey (Liggett & Myers) (CBS)	6.6
8	Big Sister (CBS)	6.4
9	Perry Mason (CBS)	6.3
10	Pepper Young's Family	6.3
DAY, SUNDAY (Average For All Programs)		(2.5)
1	Martin Kane, Private Eye (NBC)	5.5
2	Shadow, The (MBS)	5.2
3	True Detective Mysteries (MBS)	5.0
DAY, SATURDAY (Average For All Programs)		(3.1)
1	Fun For All (CBS)	6.3
2	Theatre of Today (CBS)	6.1
3	Stars Over Hollywood (CBS)	5.5

(*) Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes. For 5-minute programs, Average Audience basis is used.

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'Lucy' Leaps Ahead In Latest TV Nielsen Rating

SECOND national Nielsen rating of top TV programs for December 1952 places *I Love Lucy* at the head of the list both in percentage and number of homes reached. Ratings are as follows:

NIELSEN-RATINGS TOP TELEVISION PROGRAMS
Two Weeks Ending Dec. 27, 1952
NUMBER OF TV HOMES REACHED

Rank	Program	Homes (000)
1	I Love Lucy (CBS)	14,066
2	Pabst Blue Ribbon Bouts (CBS)	10,882
3	Arthur Godfrey & Friends (Liggett & Myers Tobacco) (CBS)	10,559
4	Arthur Godfrey & Friends (Pillsbury Mills Inc.) (CBS)	10,506
5	Texaco Star Theatre (CBS)	9,928
6	Colgate Comedy Hour (NBC)	9,897
7	Philco TV Playhouse (NBC)	8,870
8	Arthur Godfrey & Friends (Toni-Gillette Razor Co.) (CBS)	8,776
9	Dragnet (NBC)	8,526
10	Fireside Theatre (NBC)	7,956

% OF TV HOMES REACHED IN PROGRAM STATION AREAS

Rank	Program	Homes %
1	I Love Lucy (CBS)	69.4
2	Arthur Godfrey's Scouts (CBS)	58.7
3	Arthur Godfrey & Friends (Pillsbury Mills Inc.) (CBS)	55.7
4	Pabst Blue Ribbon Bouts (CBS)	55.6
5	Arthur Godfrey & Friends (Liggett & Myers Tobacco) (CBS)	55.3
6	Texaco Star Theatre (NBC)	53.8
7	Colgate Comedy Hour (NBC)	49.1
8	Philco TV Playhouse (NBC)	46.7
9	Dragnet (NBC)	46.1
10	Arthur Godfrey & Friends (Toni-Gillette Razor Co.) (CBS)	45.5

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Justice Dept. Complaint Amended in 16 mm Suit

Ordered to clarify "ambiguities" in the government's anti-trust suit against motion picture makers and distributors to force release of 16 mm film to television, Justice Dept. attorneys change complaint's phraseology, leaving the next move to the defendants.

THE U. S. Dept. of Justice, clarifying specific charges, amended its anti-trust suit Monday against motion picture studios and distributing companies to force release of 16 mm feature films to television and other outlets. The defendants were given 30 days from last Tuesday to file answers.

Clarification of two phrases in the complaint was ordered by Federal Judge William Byrne in Los Angeles, Dec. 29 [B•T, Jan. 5], on petition of the film companies for a more definite bill of particulars and their request that "ambiguities" be dropped. The government's Assistant Attorney General James McGrath at that time was given 30 days to amend the complaint.

Asks Clarification

Judge Byrne ordered clarification of the phrase "among other things," in the government's charge that "during the period of the time covered by this complaint, and for the purpose of effectuating the aforesaid combination and conspiracy, the defendants did, among other things, enter into written and oral agreements containing restrictions hereinafter set forth, limiting the purpose for, location at, time when and conditions under which 16 mm films may be exhibited." In the amended complaint, the phrase, "among other things," was dropped.

He further ordered the government's attorneys to clarify the phrase, "limiting conditions," in the charge that "the aforesaid restrictions on 16 mm feature film exhibitions consists of the following: Limiting the conditions on which licenses for exhibition of 16 mm feature films may be granted to churches, schools, clubs, hotels and drive-in theatres."

In the case of theatres, the government's complaint declared companies conspired to limit admission price, advertising, category of persons to be admitted and hours of showing.

Named as defendants are Columbia Pictures Corp. and subsidiary, Screen Gems Inc.; Universal Pictures Corp. and subsidiary, United World Films Inc.; Warner Bros. Pictures Inc.; Warner Bros. Pictures Distributing Corp.; RKO Radio Pictures Inc.; 20th Century-Fox Film Corp.; Republic Pictures Corp.; Republic Productions Inc.; Films Inc., and Pictorial Films Inc. Although not made a defendant in the suit, Theatre Owners of America is named as a co-conspirator.

Film Nuggets

NBC and the Allen B. DuMont Labs. received awards for effective sales presentations from the National Visual Presentation Assn. at a luncheon meeting of the Sales Executive Club of New York last Tuesday.

NBC was awarded first prize in the slide-films-with-sound category for its "Summer Radio — 1952" presentation. This sound-slide film described the summer market picture and the dimensions of the summer NBC radio audience.

DuMont Labs. received honorable mention in the motion picture class for its "Selling the Sizzle" industrial film. It was designed to acquaint DuMont receiver retailers with techniques of effective selling as espoused by Elmer Wheeler.

Sales

New clients for **INS-Telenews'** daily TV service are KOPO-TV Tucson; WKBN-TV Youngstown, and WHUM-TV Reading, according to Robert H. Reid, manager of INS' Television dept. He said that KOLN-TV Lincoln, Neb., already a client for the daily services, has added the weekly news review and *This Week in Sports*.

* * *

WPIX (TV) New York has signed with **Atlantic Television Corp.**, New York, for 41 feature films for first TV showings in the area. The package includes "The Bachelor's Daughters," "The Great John L.," "The Devil and Daniel Webster," "Dr. Christian" series and "Guest in the House."

* * *

Bell Brand Foods Ltd., Los Angeles, **Van Camp Sea Food Co.**, Terminal Island, Calif., and **Olympia Brewing Co.**, Olympia, Wash., are each buying a weekly half-hour film program over **KTTV (TV)** Los Angeles. Bell Foods (potato chips, peanut butter), begins *Ramar of the Jungle* tomorrow (Tuesday) for 52 weeks; program is filmed by **Arrow Productions Inc.**, Hollywood, and agency is **McCann-Erickson**, Los Angeles. Van Camp Seafood (Chicken of the Sea tuna) on Jan. 21 stars *Hopalong Cassidy* for 39 weeks, sponsored on an alternate weekly basis; agency is **Brisacher, Wheeler & Staff Inc.**, San Francisco. Olympia Brewing will start **Ziv TV Programs'** *Favorite Story* Jan. 21 for 52 weeks; agency is **Botsford, Constantine & Gardner**, Seattle.

* * *

Pacific Coast Borax Co., New York, will start the weekly half-hour *Death Valley Days* on WHUM-TV Reading, Pa., about Feb. 5. The agency is **McCann-Erickson Inc.**, New York.

* * *

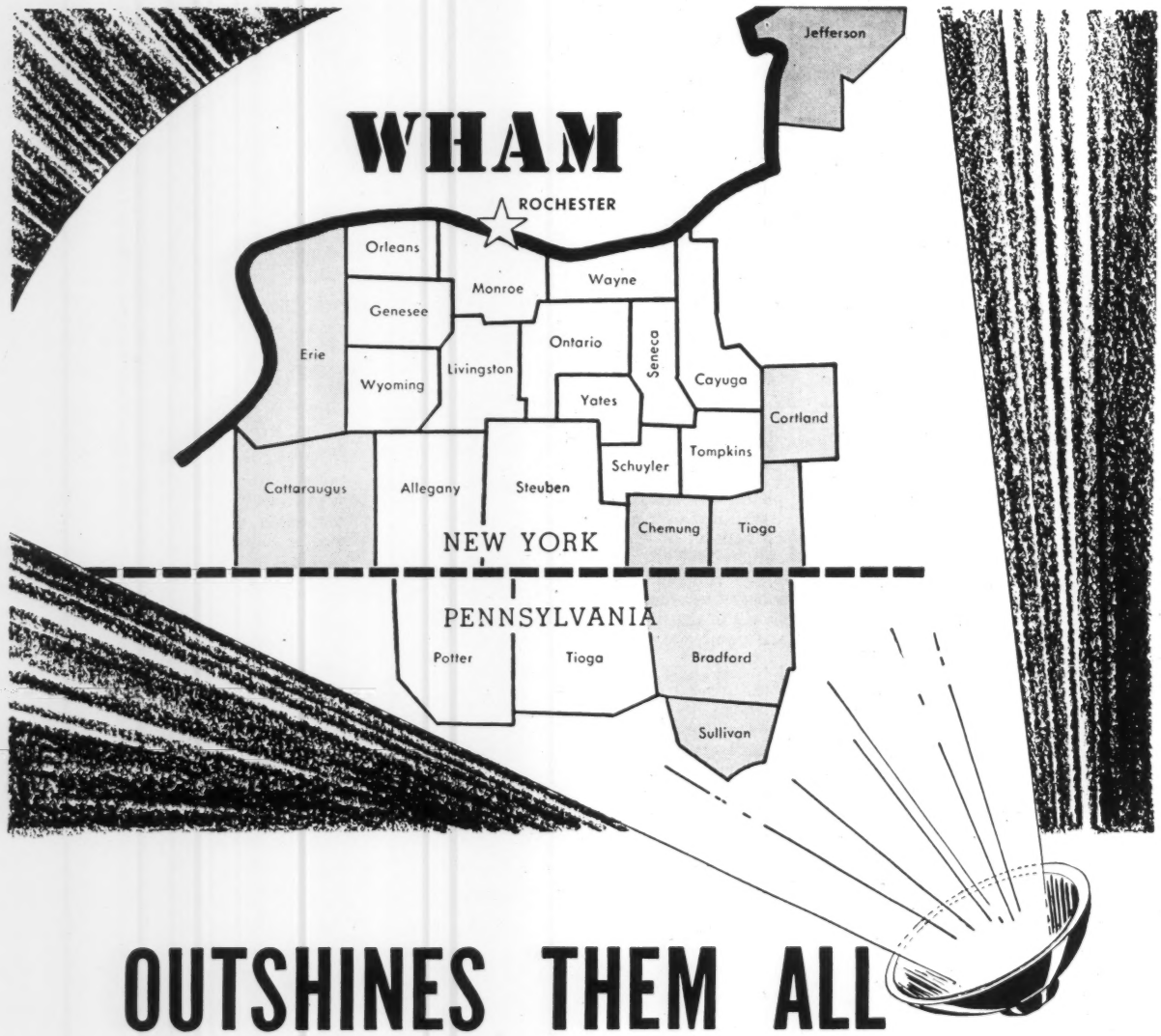
Kellogg Co., Battle Creek, starts weekly half-hour *Superman* on KECA-TV Los Angeles, Feb. 9 for 52 weeks. Series is filmed by **Superman Inc.**, Culver City. Agency is **Leo Burnett Co.**, Chicago.

* * *

The Princeton Film Center Inc. is producing a series of TV commercials for **Hoffenreffer Brewing Co.** of Boston via **H. B. Humphrey, Alley & Richards.** The producer also has completed a series of commercials for **The Stanley Works,** starring **Norman Brokenshire,** to be integrated with the Film Center's five minute television program, *Norman Brokenshire, the Handyman*, for which Stanley has bought time starting Jan. 28 on WSYR-TV Syracuse, WNBF-TV Binghamton and WHAM-TV Rochester. **Horton-Noyes,** Providence, is agency.

Availabilities

Goodwin-International, Johannesburg, South Africa, announces that pilots for its films are in New York and will be available in February. The films include *Boy & Simba*, quarter-hour series dealing with the adventures of a white boy and his pet lion in the wilds of Africa, and *African Visit*, quarter-hour series dealing with



OUTSHINES THEM ALL

99.8% Domination of 16-County Area
MORE Listeners ALL the Time★

For over 25 years, time buyers have found that whatever their sales goal in Western New York, WHAM consistently outshines the competition. And for good reason! WHAM dominates 16 Western New York-Northern Pennsylvania Counties. The latest area PULSE proves again that WHAM alone with 99.8% listener preference can do your selling job to more people than any of the 24 radio stations in the area.

Call the HOLLINGBERY Representative for Complete Details

★PULSE (Oct.-Nov. '52) interviewed 6200 homes in WHAM-land. Out of 552 measured quarter-hour broadcast periods, WHAM was FIRST in 551. Truly overwhelming coverage and listener preference!

WHAM

The STROMBERG CARLSON Station, Rochester, N.Y. Basic NBC • 50,000 watts • clear channel • 1180 kc

GEORGE P. HOLLINGBERY COMPANY, *National Representative*

pygmy elephant hunts, bushmen rituals, snake tortures and other events peculiar to Africa.

* * *

Telenews Productions Inc., N. Y., will hold premiere showing of its new 15-minute film series, *For Women Only,* in New York next Thursday. It is described as the "first TV film counterpart of the popular women's magazines."

Distribution

Distribution of *Movie Quick Quiz,* syndicated video package of **Walter Schwimmer Productions,** Chicago, reverted to that company last week at the conclusion of a sales agreement with United Television Programs, same city.

George Guyan, sales director for Walter Schwimmer Productions, will direct all national sales of the show. The 15-minute, five-week quiz show was sold recently to seven more stations.

Production

Paul F. Heard Inc., Hollywood, in association with **Louis Forbes,** will produce a half-hour series of 26 TV films, *Front-Row, U.S.A.,* illustrating the manner in which freedom, courage and initiative are expressed in the American way of life.

* * *

Volcano Productions, Hollywood, headed by **Bob Angus** and **Bill Lewis,** who produce ABC-TV *Adventures of Ozzie and Harriet,* has signed western short story writer **Luke Short** to write a TV film series, *Ricochet.* The pilot film, scheduled to roll in mid-February, will be shot in 35mm color.

* * *

RKO Radio Pictures Corp. is completing six black-and-white TV trailers, 15 to 50 seconds in length, to be used to promote its technicolor documentary film release, "The Sea Around Us."

Random Shots

Screen Gems Inc., New York, TV film producer and distributor, has announced a search for story properties and program presentations adaptable to filming for television.

Film People

Harry K. McWilliams, exploitation manager for Columbia Pictures for the past eight years, has been named director of advertising and public relations for **Screen Gems Inc.,** New York, it was announced Wednesday by **Ralph Cohn,** vice president and general manager.

* * *

Phil Williams, assistant to the director of television for 20th Century Fox, has announced that he has resigned to accept a position with **Ziv Television Productions Inc.** Mr. Williams will assume his post with Ziv as an account executive in Texas on Feb. 16.

* * *

Seymour G. Klaff, attorney for State of Illinois Commerce Commission, has joined **Guild Films Inc.,** New York, as executive vice president and board member and will have charge of firm's fiscal departmental operations.

* * *

Jim Lister has been promoted to production coordinator of *Tales of Tomorrow* by **George F. Foley Inc.,** New York package producer.

* * *

Capt. Carl Zimmerman has dropped narration chores on the Army's TV series, *The Big Picture,* to devote full time to supervising production of the program.

* * *

Dr. Paul I. Ilton, archaeologist, historian and writer, has been appointed director of research to work on *Spotlight, USA* for **Ted Baldwin Inc.,** New York.

INAUGURAL IN A GOLDFISH BOWL: RADIO-TV BLANKET CEREMONIES

History-making event was a new milestone for television, while for network radio, it was an old story well done. Millions of citizens watched their 34th President take his vows to perform the duties of the office. Still many other millions heard the political pageant described on the air.

EYES and ears of America were trained on General "Ike" last Tuesday as the Eisenhower Administration assumed office.

The complete ceremonies were intimately carried by at least 118 television stations in 74 cities, with an estimated 75 million viewers having access to the most comprehensive coverage in video's comparative short history.

Radio and television duly reported these milestones with unprecedented coverage, from the solemnity of the oath-taking ceremonies at the U. S. Capitol through the parade pageantry to the climatic Inaugural Ball. For the latter event, the networks pooled their TV facilities.

Radio and TV were there, with myriad equipment and gadgets—from 11 a.m. to 12:50 a.m. Wednesday as radio-TV networks marshaled all their resources for unprecedented coverage that reached millions of viewers and listeners in homes, automobiles, schools and a variety of public places—coast-to-coast.

Each network could boast "firsts" in one respect or another. NBC-TV picked up the President-elect and Harry Truman on the White House lawn at 11:28 a.m. CBS-TV came away with exclusive interviews with the military Chiefs of Staff and comprehensive coverage. ABC's WMAL-TV Washington laid claim as the only TV station to televise the entire parade. DuMont TV Network's WTTG (TV) wrapped up highlights in an hour-long film for late viewers.

NBC-TV inaugural coverage was masterminded from control rooms in the Wardman Park Hotel, headquarters of the network's WRC WNBW (TV) Washington, D. C. outlets. Master control board shows monitored pickups from several vantage points where NBC maintained positions for its 15 cameras. William R. McAndrew, NBC-TV special events chief, directed coverage of Capitol ceremonies and parade festivities.

NBC

William R. McAndrew, NBC-TV special events chief, directed the network's television coverage, headquartering in the Wardman Park Hotel. Five TV cameras and seven commentators covered the White House meeting Tuesday morning. NBC's Cadillac "traveling eye" then went into action on the trip to the Capitol and 250 staff members got into high gear, including 22 commentators.

Fifteen NBC cameras picked up the parade with cameras at the Capitol, the FTC Bldg., the Treasury Bldg. and at the White House reviewing stand on the edge of Lafayette Park. Charles C. Barry, vice president in charge of programming, and Davidson Taylor, director of public affairs, supervised overall inaugural coverage.

Morgan Beatty and Clifton Utley coordinated actual monitor pickups at the Wardman Park Hotel from 10 remote points. NBC's Vicicon hand camera provided intimate glimpses of the parade crowd as the "traveling eye" stopped for interviews. Merrill Mueller gave commentary and Dave Garroway interviewed spectators. Ben Grauer spearheaded Inaugural Ball activity. NBC newsman Ray Scherer and cameraman Bill Birch meanwhile followed Mr. Truman to Missouri.

General Motors sponsored all NBC radio-TV coverage save the oath-taking ceremonies from 11:45 a.m. to 12:45 p.m.

Joseph Meyers directed NBC radio coverage, from 11:30 a.m. to 3 p.m., which included the oath-taking and parade. Arthur Barriault supervised reports from the Capitol and Gene Juster coordinated broadcasts at the Wardman Park.

CBS

CBS Radio took the air at 11:30 a.m. with Bob Trout at the Capitol and Charles Collingwood traveling in a Packard in the procession to the Hill. Network carried a special program at 4 p.m. on President Eisenhower's office-taking. CBS Radio employed 100 staff members handling myriad assignments. Operation was supervised by Wells Church, director of news and public affairs, from a central master control booth under the Capitol steps.

CBS-TV employed a staff of 150 newsmen, production and technical personnel and utilized 15 cameras. The network's custom-built unit, housed in a Packard convertible, rode alongside the Presidential car on the parade route.

Edward R. Murrow interviewed Gens. Hoyt Vandenberg, Omar Bradley, Lawton Collins and others. Walter Cronkite served as anchor man for the network, aided by CBS-TV corps of newsmen.

Overall coverage was supervised by Sig Mickelson, CBS-TV director of news and public affairs. Paul Levitan was in charge of arrangements for all broadcasts and Don Hewitt directed inaugural coverage. Inaugural cover-

XUM

WHITE HOUSE reviewing stand on the edge of Lafayette Park was a beehive of activity once the Presidential party settled in its special box to review the parade. The man to the left of the NBC cameraman above is actor Edward Arnold of ABC radio's *Mr. President* fame. Mr. Arnold handled commentary for part of DuMont TV Network coverage of the Washington ceremonies.

age of both radio-TV was sponsored by the Packard Motor Car Co.

DuMONT

DuMont TV Network sponsorship was on an area basis. The National Bank of Washington paid the tab on WTTG (TV) Capitol pickups, and Beacon Wax on WABD (TV) New York, with some 24 stations taking part. The American Oil Co. bought an hour of filmed highlights with actor Edward Arnold doing commentary and received credits before and after the Inaugural Ball. James Caddigan supervised DuMont's Inaugural coverage.

DuMont located cameras at the Capitol and Treasury Bldg., as well as the White House. It picked up oath-taking ceremonies at 11:30 with other networks and wound up parade coverage at 5:30 p.m. DuMont concentrated on pickups from a limited number of vantage points in the hope of preventing repetition of picture and comment.

ABC

ABC radio presented a total of five and one-quarter hours of inauguration coverage and ABC-TV six and one-half hours. Willys-Overland sponsored on both radio and TV from 11:30-4:30 p.m. EST (except the swearing-in ceremonies) and ABC-TV's coverage of the Inaugural Ball from 11 p.m. to 12:30 a.m. EST.

The combined radio-TV team of ABC reporters included Walter Winchell, John Daly, Elmer Davis, Erwin Canham, Martin Agronsky, Paul Harvey, Quincy Howe, Bryson Rash, Leo Cherne, and many others. Mr. Rash handled Capitol activities on simulcast, and later the Inaugural Ball.

Supervising the overall operations was Thomas Velotta, ABC vice president in charge of news and special events, who was assisted by Don Coe and John Madigan, directors of radio news and TV news, respectively.

ABC utilized mobile jeep units and a miniature "peek-a-view" camera to supplement 16 TV cameras and more than 35 radio and video microphones in strategic locations. More than 150 editorial and technical workers helped cover the proceedings, ABC reported.

From 9:30-10:30 p.m. EST, ABC-TV presented a recapitulation of the day's events on the "Inaugural Highlights" program and ABC radio provided a similar presentation from 8-9 p.m. EST.

One sidelight to ABC's coverage was the story of an ABC-TV engineer in the Willys-Overland jeep, who saw nothing of the parade, even though he was in it. For hours, his attention was riveted on keeping his microwave transmission unit focused on the Capitol dome, the receiving point. And reporter Leo Cherne told of a little girl who asked him during an interview if her doll was "on television."

WMAL-TV, ABC Washington outlet, covered the parade right through to 7 p.m.—beyond the 5:30 p.m. time ABC cut off network coverage. The station asked viewers if they wished to see the parade to the finish—their affirmative response clogged WMAL-TV switchboards—so it continued coverage under emergency lighting set up by District of Columbia police.

MBS

MBS had its battery of newsmen on hand. A Mutual jeep-type car trailed immediately behind the first wave of official cars in the parade, with Everett Holles and other newsmen describing events. Fulton Lewis Jr., Fred Fiske, Hazel Markel and others numbering about 75 had various assignments. Wildroot Co., Buffalo, sponsored part of Mutual's coverage, and other segments were carried as co-op features.

CBS Manual

There was high praise from school systems throughout the country for the CBS-TV teachers' guide prepared for use in conjunction with the telecast of the Presidential Inauguration.

The manual, produced at CBS-TV's request by a staff of experts at the Citizenship Education Project of Teachers College, Columbia U., was designed to guide teachers in classroom discussions of the Inauguration. CBS-TV said it had distributed some 175,000 copies of the guide throughout the country through its 76 affiliates and noted that millions of pupils in thousands of schools viewed the events on TV.

Inaugural Short Shots

Lineup of VIPs on the Inaugural stand at the Capitol during the oath-taking ceremonies was flanked by CBS Radio's Bob Trout on one end and ABC-radio-TV's Bryson Rash. Mr. Trout was so close to Margaret Truman he might have interviewed her—but, of course, he didn't.

* * *

The radio-TV-newsreel boys were located atop a wooden structure about 25 yards from the Inaugural stand, separated by the Marine Corps band and the press section. They had to draw up their equipment through a trap door in the loft and otherwise had their troubles.

* * *

WTTG (TV) Washington reported that, during the solemn ceremonies, a woman called the station and wanted its cameraman to tell one man to remove his hat while the new President was talking.

* * *

NBC brought its old parabolic microphones (of 1928 vintage) out of the museum works to catch crowd noises, marching and musical sounds. "It's just a sign of the times," said one NBC radioman. "Television gets a brand-new Cadillac and we get a 1928 microphone."

* * *

NBC also came up with a camera installed on a hydraulically-operated lift which serves, in other seasons, as an apple-picker in Oregon. It's called an "Industrial Monkey"—and that's no apple-sauce, either. It's owned by the Mobilift Corp.

* * *

Don Hewitt, CBS-TV news and special events director, was really on the ball with a selection of colorful pickups at the network's monitoring board. He managed to catch cowboy Monty Montana lassoing Ike at the White House stand.

* * *

Bill Neel, WMAL-TV Washington news editor, carved a niche for himself when he took over commentary duties on the parade which the station telecast to the end. Complimentary calls poured in praising his short but informative work. Mr. Neel had an advantage: He had put out a guidebook of Inaugural descriptive material for ABC earlier this month—though he never appeared before a microphone previously.

* * *

Inaugural Ball coverage apparently left something to be desired, if only because of the melange of shots spotting nobody in particular. But one pickup stood out: A dramatic closeup shot of General Ike, taken below the railing of his box, looking on as Gladys Swarthout sang, "Bless This House." A blurred, nostalgic expression, then a faint smile that needed no commentary.

* * *

Television coverage of the inauguration went international, too, with the Voice of America supplying kinescopes for telecasting in Holland and Japan.

CBS-TV supplied 1½ hours of "hot kinescopes" of its inauguration coverage, which the Voice TV branch sped, via KLM Royal Dutch Airlines, to the Netherlands in time for telecasting there on Wednesday, day after the inauguration.

The Voice unit also dispatched CBS-TV kinescopes to Japan, where they are slated for use when the Broadcasting Corp. of Toyko commences operations Feb. 1.

2765
Independent Retail Grocers in Baltimore say:
WFBR's
the station for us!

Every year since 1936, the powerful Independent Retail Grocers Association of Baltimore has turned to Baltimore's promotion-minded, know-how station, WFBR, to make sure their Annual Food Show, held at the Fifth Regiment Armory in Baltimore, goes over with a bang.

Every year WFBR has thrown the full weight of its promotion, programming, merchandising and production departments behind this great food event.

The result? Every year, bigger crowds, more exhibitors, better displays—and firmer loyalties, friendship and cooperation between the 2765 members of the Independent Retail Grocers Association and WFBR.

To the left, you'll read what Joseph Manning, executive secretary of the Association thinks of us. Elsewhere, a list of food and allied accounts we've carried this year.

One last word: it's more true today than ever, for real showmanship, solid merchandising and active, day-in, day-out promotion, you need

"WFBR's know-how and showmanship have been invaluable to our Association for over 16 years by their cooperation in our Annual Food Show—just as independent grocer cooperation has helped make WFBR dominant in grocery and allied products merchandising."

(Signed)

Joseph L. Manning

WFBR

LET'S LOOK AT THE RECORD!

The following food and allied accounts have been on WFBR in 1952:

Becker Pretzels
Cloverland Farms Dairy
J. H. Filbert
Schmidt Baking Co.
Kress Farm Dairy
Koester Bakery
Esskay Products
Albert F. Goetze, Inc.
Hendler's Ice Cream
Baltimore Spice Co.
Levering Coffee Co.
McCormick & Co.
Greenspring Dairy
Wilkins Coffee
Royal Dunloggin Dairy
Park Sausage
Pepsi Cola
Delvale Dairy
Grass Noodle Soup
Camel Cigarettes
Fab
Florida Citrus Commission
G. Washington Coffee
Ivory Soap
Ivory Flakes
Ivory Snow
La France
Nucoa
Sterling Salt
Ward Baking Co.
Ralston
Rival Dog Food
Windex
Nestea
Peter Paul Candy
Cashmere Bouquet Soap
Coca Cola
National Biscuit Products
Griffin Shoe Polish
Hellman's Mayonnaise
Kool Cigarettes
Renuzit
Cornfetti
Joy
Pan American Coffee Bureau
Planter's Peanut Oil
Rockwood
Seven Minute Pie Crust
Wheaties
Breeze
Holiday Coffee
Junket
Lifesavers
Lipton Tea
Chesterfields
Jell-O
Satina
Bab-O
Birdseye
Chase & Sanborn Coffee
Frostee
Corn Kix
33 Bleach
Preen Floor Wax
Drano

ABC BASIC NETWORK • 5000 WATTS IN BALTIMORE, MD.
REPRESENTED NATIONALLY BY JOHN BLAIR & COMPANY

XUM

PRESIDENT TO BE IN CLOSE TOUCH WITH PEOPLE VIA RADIO AND TV

Intensified use of electronic media is planned, including development of a new form of conference technique so that the nation may know what is going on at the White House. Discussions are starting on methods to be used, and network presidents are quick to offer their cooperation.

RADIO and television are getting significant recognition as news media from the new Administration.

Enjoying the widest circulation, fastest contact and most intensive appeal of all media, broadcast facilities will be used frequently by President Eisenhower as a means of keeping the public informed about what is going on in Washington and in the world.

The President and his advisors are searching for a formula they hope will be an improvement on the fireside chats first developed by the late President Roosevelt and also used by ex-President Truman.

Out of a series of discussions may come a new form of conference in which question-answer or forum technique is used, though perhaps not the rapid-fire and unrehearsed type of White House news conference of the last 20 years.

James C. Hagerty, the President's news secretary, said the White House is studying various ways of utilizing TV and radio, including participation of high government officials when specialized subjects are discussed.

First discussion with radio-TV representatives was held at the White House Friday noon. It dealt with operational problems of broadcast coverage. Invited to take part were these news representatives of five networks: Julian Goodman, NBC; Bryson Rash, ABC; Ted Koop, CBS; Hollis Seavey, MBS, and Roger Coelos, DuMont.

Question of Quoting

Radio-TV pickups of Presidential news conferences would raise one difficult problem—quoting of the President's replies to questions. Under the Roosevelt-Truman rules, reporters could not quote the President's words without specific permission. This rule was based on fear that a mis-used word or mispronounced syllable, or hasty retort, might lead to disastrous consequences.

From the network-station viewpoint, any broadcast of a Presidential discussion would provide top programming for the public. Use of prime evening hours would be considered, whereas under recent custom White House news conferences have been held Thursdays at 10:30 a.m. and 4 p.m., on alternate weeks.

In discussing the TV news conference idea, Mr. Hagerty scotched oft-heard rumors that the President might abandon conferences or resort to use of advance written questions.

The TV idea is still just tentative, Mr. Hagerty continued, with no details worked out. He added that the President would like to develop a plan by which he could talk to the people.

President Eisenhower agrees with ex-President Truman that news conferences provide a means of getting the President's ideas to newsmen and then to the people. At his final news conference Jan. 15 Mr. Truman had said he often learned a lot from the questions that reporters asked.

In the search for improved news coverage facilities, Mr. Hagerty said, the idea of calling in high government officials involved in important announcements was receiving consideration. He flatly denied the President had resisted the idea of holding news conferences.

When ex-President Hoover was in the White House (1929-33) he required that written questions be submitted in advance. Only a small percentage were answered at news conferences. When Franklin D. Roosevelt assumed office in 1933 he threw open his conferences to oral questioning. The interchanges became lively, and usually were newsworthy as government policies went through a transition period. Came World War II, and the conferences became even more productive of stories. FDR developed the "fireside chat" technique of reaching the people during prime broadcast time.

Embryo State

The official transcript of Mr. Hagerty's comments at his first news conference Wednesday morning indicates the embryo state of the idea. Excerpts follow:

Mr. Hagerty—We are in a day of a new media—television. I would like to work out with television representatives and with you gentlemen a system whereby the President could give talks to the people of the country—possibly press conferences to the country—on television. What we are at present thinking of is something like that, about once a month, although we do not want to be tied down to one a month.

Q—Will that be a normal press conference simply televised?

Hagerty—I don't know. I am just merely giving you our thinking. It may be—it may not be a press conference. It may be an informal talk by the President to the people of the nation. It may be an announcement by the President to the people via the medium of radio and television.

Q—Wouldn't it be the idea to have questions asked?

Hagerty—It would entirely depend on the format of that one particular telecast or broadcast. I just don't know and I wish you wouldn't try to tie me down on details because I am not prepared to say yet what format—as soon as we can work it out—it will be worked out very carefully with radio and television and reporters. Then we will come to some understanding.

Frank Stanton, CBS president, endorsed the idea of broadcast news conferences in a statement issued Wednesday. He said:

As I understand the announcement by James C. Hagerty, the idea of holding monthly broadcast press conferences is still tentative. What pleases me most about it—as it must please the listening and viewing public, as well as members of the broadcasting industry—is the recognition it gives to the news service which radio and television have provided to the American people.

While any final judgment is premature at this point, the proposal is a logical development of news coverage, and I look forward to the announcement of the way in which the mechanics will be worked out. Such news coverage should go far toward sustaining the high level of political interest and participation on the part of the American people which radio and television helped to create during the past Presidential campaign.

We will cooperate with other members of the industry in being of whatever assistance we can in working out with Mr. Hagerty the arrangements for holding these broadcast news conferences.

Robert E. Kintner, president of ABC, issued the following statement:

The ABC is greatly interested in working closely with Mr. Hagerty to further plans looking toward the televising and broadcasting of President Eisenhower's news conferences We look upon this as a further step in keeping the country fully informed and will cooperate to draw up arrangements with all parties involved.

Frank White, NBC president, asserted:

The NBC is greatly interested in plans announced today by James C. Hagerty, White House press secretary, to consider the possibility of televising and broadcasting special monthly news conferences with President Eisenhower.

NBC will welcome the opportunity of having its representatives meet with those of President Eisenhower and the industry to work out practical arrangements for carrying forward the plan under consideration. Our position has always been that radio and television, with their capacity for reaching the public directly and immediately, should have equal opportunity with all other media in access to the news as it is happening. We hope the procedure which has been suggested will prove to be a constructive step in that direction.

Thomas F. O'Neil, Mutual president and board chairman, said:

President Eisenhower's contemplated plan to broadcast news conferences from the White House is heartily endorsed by the Mutual network. A major part of our public service program is an up-to-the-minute coverage of the news; thus we look upon the proposal to admit broadcasters to the White House news conference as another great stride forward in radio's continuing campaign to keep Americans the best informed people in the world.

We will lend every possible assistance in working out the arrangements.

Utah Delegation Tapes

WEEKLY meetings in Washington, D. C., of the entire Congressional delegation from Utah—claimed the first such sessions in the state's history—will be taped in a half-hour program to be released over the eight Utah stations of the Intermountain Network.

The delegates—all Republicans—are Sens. Wallace Bennett and Arthur Watkins and Reps. William Dawson and Douglas Stringfellow. The stations: KALL Salt Lake City, KOVO Provo, KLO Ogden, KOAL Price, KVNU Logan, KSVC Richfield, KJAM Vernal and KSUB Cedar City. The Wednesday breakfast meetings in the Senate dining room will be released on the stations at 9:30 p.m. Sundays.

Hardy Gets UNESCO Post

RALPH W. HARDY, NARTB government relations director, is one of five newly-appointed members of the U. S. National Commission for UNESCO, the State Dept. has announced.

Reappointed to second terms were eight others. All will serve as official representatives of non-government organizations. The commission selects the organization which, in turn, nominates its representative. Justin Miller, NARTB board chairman and general counsel, previously represented NARTB until his term expired.

What big ears you have, Iowa

GUS BRUNKAN is an equipment dealer in Dyersville, Iowa, 48 miles by kilocycle from WMT. He sells farm equipment on trade. He had five used International corn pickers in stock and didn't know how lucky he was.

WMT's annual mechanical corn picking contest was held on schedule. Ten thousand people turned out for the event, listened to the governor speak, drank 700 gallons of coffee, watched 17 pickers in action, saw the winner crowned with the state championship, a WMT trophy and a check for $100.

The event was reported on WMT's morning farm broadcast. All the news that was fitten included this fact: The winner used a Model 24 International corn picker.

Brunkan sold all five of his.

MORAL: *Even WMT news broadcasts sell Eastern Iowans.*

WMT

CEDAR RAPIDS

600 kc 5,000 watts

Represented by the Katz Agency

Basic CBS Network

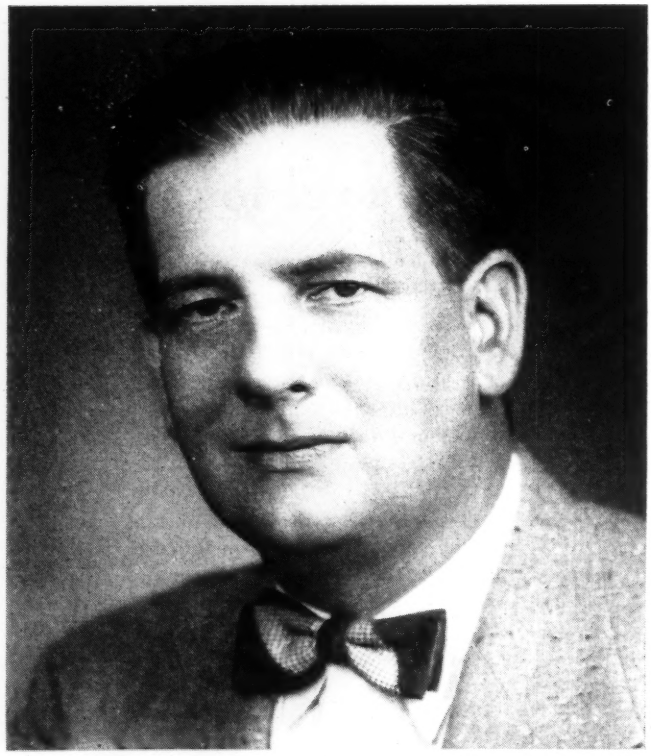
My, how you've grown!

PEOPLES DRUG STORES SALES FORGE AHEAD

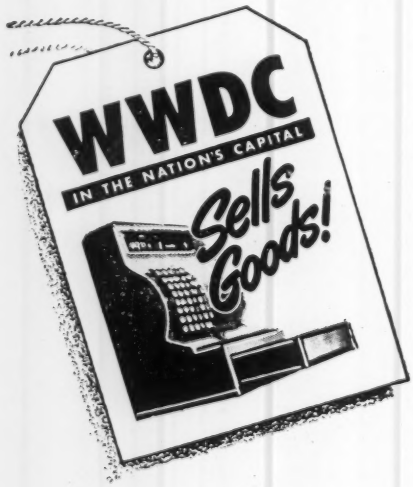
When we tell you that WWDC makes businesses grow, we're not just talking platitudes. We give you facts and figures—names and addresses—to prove what we say.

Take Peoples Drug Stores, for example. They started on WWDC in October, 1950. The sales of this great retail organization have gone steadily up ever since. In October, 1951, sales were up $115,169 over October, 1950. And October, 1952, showed a gain of $332,806 over October, 1951. Bill Murdock, head of the William D. Murdock Advertising Agency, says: "Our WWDC newscasts have definitely helped Peoples Drug Stores sales in the Washington area."

WWDC can help *your* sales in the Washington area too. Let your John Blair man give you the whole story.



CLAYTON R. SANDERS, Advertising Manager of Peoples Drug Stores, says: "We've used WWDC consistently for more than two years. We've gotten very good results."



In Washington, D. C. – it's

WWDC

REPRESENTED NATIONALLY BY JOHN BLAIR & CO.

ABC-UPT MERGER STRATEGEM AS TOBEY INTRODUCES BILL

The active Senator from New Hampshire has introduced a bill to amend the Communications Act that obviously is aimed at the ABC-UPT marriage. For insurance, the Senate committee wants broad powers to investigate all phases of communications. It looks like Sen. Tobey wishes an inquiry of the whole matter.

FCC IS SET this week to consider its final decision on the merger of ABC and United Paramount Theatres, with one eye cocked toward Capitol Hill and the other toward Comr. Frieda B. Hennock, who has served notice that she intends to "dissent."

Sen. Charles W. Tobey (R-N. H.), who contends the wedding never should be consummated [B•T, Jan. 19], asserted his Congressional powers last week by instigating:

(1) A bill (S 538) to amend the antitrust section (311) of the Communications Act, and,

(2) A resolution (S Res 41) designed to give the Senate Interstate & Foreign Commerce Committee, of which Sen. Tobey is chairman, broad powers and $125,000 to investigate all types of communications, civil aeronautics, surface transport and maritime matters generally.

The first measure has potent possibilities, including the chance to hold hearings that could be maneuvered into a sweeping investigation of the FCC with ABC-UPT merger overtures.

The second is a pro forma resolution under which the Senate committee could investigate just about everything in the communications and transport fields. The Senate group had this authorization in the last Congress.

While the Senator is dividing attention between FCC affairs and railroad wrecks, another controversy centering around FCC's upcoming ABC-UPT decision is still alive. This is the exchange between the Commission and former Attorney General James McGranery.

There is no indication, however, that the FCC intends to veer from its position that the case is closed and will be decided on the record, as required by law, without regard to legislative overtures. And there's nothing now apparent to change the view that the FCC majority will favor the merger, following closely the thinking of Hearing Examiner Leo Resnick.

New Attorney General

A new Attorney General, Herbert Brownell Jr., has taken office. At this stage there is no indication of the impact the change in administrations and Attorneys General may have upon Mr. McGranery's argument with FCC Chairman Paul A. Walker. Chairman Walker has displayed eloquent indifference to the Dept. of Justice proposal that the upcoming ABC-UPT merger decision be delayed while the department scans the situation.

In any event, Sen. Tobey appeared to have made a flying start toward execution of his threat to subject the whole merger to committee scrutiny. It's his opinion, according to his public observations, that the merger might "vitiate" the antitrust laws and maybe the FCC really hasn't any legal authority to approve the transaction.

The Tobey bill is general and legalistic in its terminology, but these characteristics were believed to open the door for a committee inquiry since the measure naturally was referred to the chairman's own committee.

An opening group of "whereases" points to the public's right to enjoy the fullest variety of entertainment. Agreements to apply monopolistic restraints would deprive the public of such full enjoyment, it is explained, with the additional observation that "some persons" have been found conspiring to restrict entertainment.

SEN. CHARLES W. TOBEY
Possible Probe in Mind

The bill proposes that the following language be added to the antitrust section (311) of the Communications Act:

The Commission is directed to refuse a station license or the permit hereinafter requested for the construction of a station to any person engaged in the business of producing, distrubting or exhibiting entertainment for the public other than as a broadcast station license (or to any person directly or indirectly controlled by such person) if such person shall have been found to be in violation of any of the anti-trust laws of the United States in any suit or action, civil or criminal, brought by or on behalf of the United States or any agency thereof where such violation involves monopolizing or attempting to monopolize the production, distribution or exhibition of any form of entertainment or unlawful agreements restricting free and open competition in the production, distribution or exhibition of any form of entertainment.

Provided, however, that the Commission may by special order grant such license or permit to such person if it shall affirmatively appear to the Commission after notice and hearing

(a) That such person has not engaged in any such violation within five years prior to the application for such license, and

(b) That there is no probability that the unlawful practices which were the subject of such suit or action can or will be practiced in connection with radio communications by such person as a licensee or permittee, and

(c) That such person does not possess the power to substantially retrict the availability of such entertainment for broadcast.

The resolution giving broad investigative powers to the Senate committee would set up a fund of $125,000 subject to the will of the chairman. It is a type of authority frequently granted committees to carry on their normal functions. All main means of communication are covered—television, radio, telegraph and telephone. The resolution was referred to the Committee on Rules & Administration.

McGranery Denies Politics In Government's 'Star' Suit

FORMER Attorney General James P. McGranery has denied any "political implications" in the government's anti-trust action against the Kansas City Star Co. (WDAF-AM-TV).

Mr. McGranery was questioned on the Justice Dept.'s civil suit when he appeared Jan. 18 on NBC-TV's *Meet the Press*.

Mr. McGranery said he originally authorized the grand jury investigation without any prompting from former President Truman, who was charged in some quarters with inspiring the government's action. Mr. McGranery said the inquiry stemmed from complaints from local advertisers who protested the combination unit advertising rate.

Monopoly Charge

The Star Co. was charged with "monopolizing the dissemination of news and advertising" in Kansas City. Simultaneous with the grand jury indictment, the Justice Dept. filed a civil suit seeking revocation of the licenses of WDAF-AM-TV, owned by the publishing firm [B•T, Jan. 19, 12].

Mr. McGranery assured reporters there was nothing political in the action and added that The Star Co. had been cooperative in working with investigators to compile data on advertising contracts and other agreements.

FTC Files New Complaint Against Liggett & Myers

SECOND complaint has been issued by the Federal Trade Commission against Liggett & Myers Tobacco Co., New York, challenging certain advertising claims made for its Chesterfield cigarettes.

FTC filed its first complaint in U. S. District Court last October, seeking to enjoin the ad claims that Chesterfields produce no irritating effects on nose, throat and accessory organs. The complaint was dismissed by Judge Irving R. Kaufman and FTC took its appeal to the Circuit Court of Appeals, where it now pends.

The commission has maintained throughout this case that tobacco is a drug as defined in the Federal Trade Commission Act and that it is so recognized in certain medical publications.

Challenges Claims

FTC has challenged L&M claims that Chesterfields are "always milder," "better tasting," "cooler smoking" and give "no unpleasant after-taste." The claims, FTC said, are false, misleading and deceptive. Hearing was set for New York March 24 before hearing examiner William L. Pack.

FTC has instituted proceedings and issued similar orders against American Tobacco Co. (Lucky Strike), R. J. Reynolds Tobacco Co. (Camel), P. J. Lorillard Co. (Old Gold) and Philip Morris & Co. Ltd. (Philip Morris cigarettes).

The Liggett & Myers claims have been made in radio, television and other forms of advertising.

Donaldson to Senate Group

RAY S. DONALDSON, counsel to RTMA and candidate for FCC commissionership, was appointed staff director of the Senate Banking and Currency Committee, it was announced last week. He will take up his new duties next month.

XUM

"The railroads are a great machine which combines a vast variety of apparatus, devices and processes to turn manpower and fuel into ton-miles of freight service and passenger-miles of travel." Some of the ways in which new developments are combined with tested fundamentals on the 225,000-mile "proving ground" of American railroads, and some of the advances in actual results, are outlined in this article by one who is in a position to see the whole picture.

THE ADVANCING RAILS

By WILLIAM T. FARICY

President, Association of American Railroads

Nineteen twenty-one is a benchmark year in American transportation. It was the first full year after Congress and the country turned from the government operation of railroads of the World War I period and returned the railroads to private management. It marked the beginning of tremendous and dramatic changes in transportation, not the least of which have come about in railroading itself.

Back in 1921 government expenditures on building inland waterways were just in their beginning. Since then, the government has spent on such projects three times as much as had been spent in all the preceding century, with resulting changes in the transportation picture.

Back in 1921 the pneumatic truck tire was just coming into use and the business of intercity commercial transportation by motor vehicle was in its infancy. Since then, the total number of motor vehicles has been multiplied five times and the proportion of trucks to total motor vehicles has gone up half again as much as it was then. The resulting changes in the pattern of transportation are visible on every street and highway.

Back in 1921 commercial flying of air mail had just been inaugurated and general commercial transportation by air was still to be born. In the years since then, planes have multiplied in number and grown in size, cities have built more and larger airports to accommodate more and larger planes, the Federal Government has assisted in airport building and has provided and operates special airways with navigation and control features. A new industry of commercial air transportation has been created.

Transportation of crude petroleum by pipeline was well established before 1921 but since then the network of lines has been greatly extended and whole new networks of lines have come into being to carry refined petroleum products and natural gas in vast volume and over long distances.

The Growth of the Service

Beneath the earth, then, as well as on the earth, on the water and in the air, the past thirty years have seen changes in transportation plant and methods so profound and so dramatic that in the minds of many they have overshadowed the parallel advances made in the older method of transport by rail. To some, they may have seemed to forecast even the ultimate eclipse of the rails.

But with all the changes, the railroads have not only stayed in business but have gone ahead to render more service and better service to agriculture, to industry and to the defense of the nation. In 1921 the railroads performed freight service equivalent to moving 2,900 tons of freight one mile for every man, woman and child in the United States. By the peak prewar year of 1929, that amount of railroad service had grown to 3,700 ton-miles per capita. But in 1951, the railroads moved 4,200 ton-miles per capita and, during the peak years of the second World War, they had been called upon to move more than 5,500 ton-miles per year for each one of us in the country.

The people of this country continue to need railroads, and to need them more and more—especially in time of war, rearmament and national emergency. Then what have the railroads done to keep abreast of these needs?

The measure of what railroads have done is not to be found in any mere

catalogue of new devices adopted and new methods put into effect. I could list here more new and important advances in plant and methods than space permits or a reader's patience would tolerate. But the railroad is not a mere aggregation of devices and apparatus. The railroad, rightly viewed, is a machine, and the railroads as a whole are a great machine, which combines a vast variety of apparatus, devices and processes to turn manpower and fuel into ton-miles of freight service and passenger-miles of travel. The real measure of the advance of the railroads is to be found, therefore, in the way in which new developments and tested fundamentals are combined to produce transportation service with maximum economy and minimum expenditure of manpower, fuel and materials.

So, as a measure of the real advance of the railroads in the past three decades, let's take a look at how these elements were combined and used in 1921 and, thirty years later, in 1951.

Holding Down the Cost

The working time of employees for which railroads paid $1.00 in 1921 cost them $2.81 in 1951. For fuel, materials and supplies which cost $1.00 in 1921, the railroads paid in 1951 an average of $2.20. Taxes which took 5 cents out of each dollar of revenue in 1921, took 11½ cents in 1951. Wages, fuel, supplies and taxes make up at least 90 per cent of the cost of operating railroads, and every one of these items has more than doubled since 1921. Yet the ton-miles of freight service for which shippers paid in 1921 an average of $1.00 cost them in 1951 only $1.05, while the passenger-miles for which you paid $1.00 in 1921 actually cost you only 81 cents in 1951.

Of course it would not have been possible to move 1951 traffic with the railroad plant of 1921, but if it could have been done, the cost to the railroads of doing the work with that plant, but with wages, prices and taxes at present levels, would have been nearly three times what it cost to do the job with the improved plant of today. Necessarily, under such conditions freight rates and passenger fares would have had to be very much higher than they are now.

Efficiency: 1951 or 1921

The story back of this tremendous advance in efficiency and economy is one of research and invention, of investment in improved plant and equipment, of application of the new and better methods of operation which improved plant and equipment made possible.

Note that I do not say enlarged plant for in miles of track and in number of locomotives and cars the plant of 1921 was larger than that of the present day. But in capacity and efficiency the 1951 railroad is so greatly different from that of thirty years ago as to warrant the statement that we have railroads which in essentials are new.

Let us turn our thoughts back to the railroads of 1921 for a moment. There were 2,600,000 freight cars on the rails in that year. The output of freight service was 310 billion ton-miles. Of course 1921 was a year of business recession but even at the peak of the boom of the 1920's, when the railroad plant was working at capacity, a similar number of freight cars turned out only 450 billion ton-miles. Last year, with half a million fewer cars than were in use in the 1920's, the railroads produced 647 billion ton-miles of transportation—getting 80 per cent more service out of the average freight car than in the prewar peak of 1929.

Back in 1921 the railroads had 65,000 locomotives, of which all but 364 were steam power. The diesel locomotive was yet to be thought of. Since 1921 we first saw the development of the modern high-horsepower, high-speed, high-efficiency steam locomotive and then the introduction and rapid adoption of the diesel electric locomotive. So rapid has been this adoption that today 65 per cent of all freight service, more than 70 per cent of all passenger service and more than 75 per cent of all yard service is rendered by diesel electric locomotives. And 97 per cent of the diesel electric locomotives which are performing this service have been bought since 1940. More than 82 per cent have been bought since the end of World War II, and more than 38 per cent just in the two years, 1950 and 1951.

Right now we are seeing the beginnings of what may be a still further development in the use of turbine locomotives of at least three different types —steam turbines, oil-burning gas turbines and coal-burning gas turbines. In no field of transportation is there greater or more rapid change than in the motive power of American railroads.

And who can say that we may not have atomic powered locomotives some day? They are not yet in sight, but for four years now the Association of American Railroads has had a competent mechanical engineer duly accredited to the Atomic Energy Commission. One of his assignments is to observe, insofar as security regulations permit observation, the workings of the Commission staff to the end that whenever atomic power becomes practically usable for locomotion, the railroads will be ready to apply it.

As was said before, there were no diesel electric locomotives on American railroads in 1921. Neither were there any air-conditioned passenger cars, nor streamlined trains. Today virtually every passenger car in regular through service is air-conditioned and streamlined trains have become so prevalent that on main lines of principal passenger-carrying railroads they are now the rule rather than the exception.

(Continued on page 48)

XUM

Electronic Railroading

In 1921 there were only the rudimentary beginnings of automatic train control, and the marvel of centralized traffic control was still in the future. Now, on hundreds of stretches of railroads, switches are thrown and signals are set over districts of as much as 200 or 300 miles by one man seated before an illuminated map on which moving trains automatically show their position. In 1921 there were no coded track circuits which now transmit information in such detail and completeness that it might be said the signals do everything but talk. And even talking has been added in the postwar years as the equipment has become available, through the use of communication between moving trains and fixed stations, now widely adopted on at least fifty railroads.

In 1921 there were no push-button yards where electronics and compressed air, cooperating with gravity, enable one hump switch engine and a few men to do the work which in flat switching yards would have required the services of a fleet of engines and a much greater number of men.

The recorded and measured advance in actual results made possible by these and hundreds of other changes on the railroads will stand comparison with those of any segment of American industry. They are not the record of an industry which is static or asleep—or even the record of an industry which has just been awakened. They are the product of unremitting research, invention, ingenuity and investment. They are the achievement of an industry alert to present opportunities and alive to future possibilities.

The Basic Principles

Fundamental features of this railroad industry were arrived at long ago. There is the track, a surface unique upon the face of the earth which makes it possible for units of locomotive power to pull whole trains of cars. There is the principle of the train made up of separately and individually loaded cars combined into a mass unit for movement. There is the principle of standardization and interchangeability which permits the cars of any railroad to be operated in the trains and on the tracks of any other—and by so doing makes possible the truly continental character of American commerce.

These fundamentals which have shaped the growth and development of rails remain unchanged. Vast changes have occurred in the manner in which these fundamentals are applied to the job of transportation. One reason why they have so largely escaped general notice is that changes in railroading are necessarily in the line of evolutionary development rather than revolutionary departure.

Take, for example, the steel rail which is at the very foundation of our commerce. To the naked eye the only change observable in the past thirty years has been an increase of about 20 per cent in average weight. But this increase in weight is the smallest part of the change. As a result of protracted research carried on jointly by the railroads and the steel companies, the advances of metallurgy, manufacture and design have been such that rail laid today is only one-fourth as much subject to breakage as the rail of thirty years ago and will give 50 per cent more service life. The number of rail joints has been reduced since 1921 by lengthening the rail from 33 to 39 feet, a length which is soon to be doubled when the rolling of 78 foot rail begins. In many instances, rails are welded together end to end in long stretches of continuous or jointless rail.

What is true of rail is true in greater or less degree of every other element in the structure of the tracks. The average life of crossties has been more than doubled, for example, and the search for improved protection against decay and mechanical wear continues with some thirty different kinds of ties and methods of treatment being subjected to service tests.

The Biggest Proving Ground

One of the curious misconceptions about railroads is the belief that the industry has no proving ground to try out new ways of doing things. The railroads have the biggest proving ground in the world, and the only one big enough for their purposes, in their 225,000 miles of line. Sections of this trackage do not have to be set aside as "railroad proving grounds" because any and all of it is available to try out under test conditions new ways of construction, new types of equipment, new methods of operation, or any new idea or combination of ideas which offers enough promise in the laboratory to warrant testing in service.

At any given time many miles of railroad are so used under test conditions as carefully controlled as if the track were permanently set aside and devoted exclusively to these purposes. These tests may be short stretches of some particular track material or method of construction. Or they may be stretches of a hundred miles of line on which the performance of new types of freight car trucks, to take only one example, is tried out under operating conditions in test trains containing instrument cars which are really rolling laboratories.

Perhaps as good an example as any of how these things are tried out on the railroads is the story of the development in recent years of better freight car air brakes. The first testing was done with sets of air brakes of new types arranged on test racks in the laboratory at Purdue University to simulate the workings on a train of 100 cars. The type of brake which performed best on the test rack was installed in a special train in which the number of cars had been increased to 150. This train, which contained a number of instrument cars to record

performance, was operated on mountain railroads in Oregon and California. After this test, the brakes were returned to the laboratory to work out defects which had developed in the field. Then they were re-installed in a 150 car train and once more subjected to road tests, this time in Pennsylvania, before the new air brake was declared ready for general use. The cost to the railroads and the air brake companies for the entire test was in the neighborhood of ten million dollars—and now the whole process is being repeated in laboratory and train tests of still another brake—this latest one designed to handle trains more smoothly by varying the braking pressure according to the loaded or light weight of the cars.

This combination of laboratory research and field testing on the proving ground of our railroad tracks is essential in the further advancement of the industry. Much, though not all, of the laboratory work is done in the Central Research Laboratory of the Association of American Railroads located on the campus of the Illinois Institute of Technology in Chicago. No sooner was this large laboratory opened in 1950 than the rapidly growing research program of the Association of American Railroads began to outgrow it, and today we are going ahead with an additional building for enlarged mechanical research. A major project in this field, being pursued not only at the AAR laboratory but also by the Armour Research Institute of Chicago and the Franklin Institute of Philadelphia, looks toward improvement in the design, metallurgy, lubrication and performance of axle bearings of freight cars in our constant war on that enemy of railroad performance, the hot box.

Important as are axle bearings, they are, however, but one detail of freight cars—and freight cars are but one part of the whole great machine of the railroads. To measure the advancement of the enterprise as a whole, it is necessary to look at operations as a whole. There is no one measurement which reflects the results of all the changes and advances but the one which comes nearest to doing so is the hourly transportation output of the average freight train—a figure which reflects not only train loads but train speeds. So great has been the increase in both these factors that the average freight train of 1951 turned out almost three times as many ton-miles of transportation service per hour as the average train of 1921; almost twice as much as the train of 1931; and nearly 50 per cent more than the train of 1941.

The Needs of Tomorrow

Who, thirty years ago, could have foreseen the advances which have been made in railroading? And who today can say what the advance will be in the decades ahead?

Certain it is that never has there been greater zeal and activity in pushing out the frontiers of knowledge than there is today. And certain it is that much of the new knowledge to be gained can be, and will be, applied to railroads and railroading. Certain it is that the gains to be achieved will benefit not merely railroads but all of us in an America whose production, whose very life, depends on steel rails.

Just as the transportation needs of 1951 could not have been met by the railroad plant of 1921, so the needs of 1981, or for that matter the needs of 1961, cannot be met to the full with the plant, equipment and methods of 1951. To meet ever-growing needs with ever-better service, rendered at decreasing costs, there must be unremitting research and invention. But the most devoted and ingenious research is not enough by itself, unless somewhere there is someone willing to invest the money it takes to put the results of research to work. And that willingness to invest—so essential to the life of any business in a free-enterprise economy—depends upon earnings, or the prospect of earnings.

Railroad earnings have not been sufficient in these postwar years to warrant investment on the scale which is required. And yet during those same years the railroads have invested an average of more than a billion dollars a year in better tracks and terminals, better shops and signals, better cars and engines, better everything.

This tremendous program of improvement has been, on the part of the railroads, an act of faith—faith that the public and the government will come to recognize the railroads for the highly competitive industry they are rather than the monopoly they are supposed once to have been; faith that railroad management will be granted greater latitude to adjust rates, fares and services to changing and flexible conditions; faith that railroads will be recognized and treated as a business, created by private investment, subject to the same economic necessities as any other business, and entitled to the same chance to operate on a business basis, without the added pressures of unnecessarily rigid restrictions or of government-aided competition.

We have it on Scriptural authority that faith will move mountains—but I suppose this to mean that the actual moving job has to be done with the tools which someone has the faith to provide. The people who have invested in railroads have provided for America a great machine for moving mountains of goods and products—a machine which in World War II moved more than 90 per cent of all war freight, and which today, and on any other average day, moved more than ten ton-miles for every man, woman and child in the United States. On faith, a tremendous job has been done, striking advances have been made. And if that faith shall prove to have been justified, jobs bigger than we have yet seen will be done, and advances even more striking will be made as America moves forward to her great destiny.

XUM

PENTAGON, Washington, D. C., was the scene of ceremonies honoring the principals responsible for success of the joint NBC-U. S. Navy TV series *Victory at Sea*. Outgoing Navy Secretary Dan A. Kimball (l) capped presentation of Distinguished Public Service Award with firm handclasps. L to r: Secretary Kimball; Richard Rodgers, who composed special narrative symphonic music; Robert W. Sarnoff, vice president in charge of NBC-TV's film division, and Henry Salomon, originator, producer and co-author of public service series. Service award is highest civilian honor accorded by Navy [B•T, Jan. 19].

THEATRE TV INQUIRY RESUMES TODAY

Several months and possibly a year of two-days-per-week sessions will be needed to settle basic policy questions.

FCC'S EXTENSIVE inquiry into proposals for allocation of frequencies and promulgation of rules for a nationwide theatre television service will resume at 10 a.m. today (Monday) before the Commission *en banc* in the auditorium of the U. S. Dept. of Commerce.

Numerous basic policy questions are involved in the movie industry's bid for groups of 30 mc channels on an exclusive basis in the spectrum above 5,000 mc [B•T, Jan. 19]. A preliminary hearing was held last fall at which engineering and accounting testimony was received [B•T, Oct. 27, 1952].

According to FCC, the Commission will sit only Monday and Tuesday of each week for the theatre TV proceeding in order to allow time for consideration of other broadcast and non-broadcast matters. Since the theatre TV proponents alone have some 26 days of direct testimony estimated, observers see the hearing continuing for several months, perhaps even as long as a year, according to one prediction.

Western Union Telegraph Co. has petitioned the Commission to issue an order providing for an investigation pursuant to Sec. 201(a) of the Communications Act to determine "whether it is necessary or desirable in the public interest that physical connections and through routes between common carriers, and charges applicable thereto, and divisions of such charges, be established in the event the Commission should determine that the theatre television transmission services involved in this proceeding should be established on a common carrier basis."

Last week, the Motion Picture Assn. of America and National Exhibitors Theatre Television Committee filed a petition in support of the Western Union request.

Last Thursday, FCC issued the following procedure for the taking of further evidence:

I. Direct testimony on engineering and accounting matters. Such testimony will be received from witnesses for the following parties in the order indicated:

A. National Exhibitors Theatre Television Committee and Motion Picture Association of America Inc.
B. American Telephone and Telegraph Co.
C. Radio Corp. of America.
D. Western Union Telegraph Co.
E. American Petroleum Institute (A. Earl Cullum Jr. only at this time and cross-examination of this witness will be heard following his direct testimony).

II. Cross-examination of witnesses who have presented evidence on engineering and accounting matters. Counsel for each party will be required to indicate upon conclusion of all direct testimony on engineering and accounting matters, which witnesses they wish to have recalled for cross-examination.

III. Rebuttal testimony on engineering and accounting matters. (Parties who desire to present rebuttal witnesses should notify Commission counsel promptly, giving the names of the witnesses.)

IV. Testimony on issues other than accounting and engineering. Cross-examination of each witness will immediately follow that witness' direct testimony. Such testimony will be taken in the following order:

A. National Exhibitors Theatre Television Committee and Motion Picture Association of America Inc.
B. Theatre Network Television Inc.
C. Theatre Television Authority.
D. Western Union Telegraph Co.
E. American Telephone & Telegraph Co.
F. Independent Telephone Assn.
G. American Petroleum Institute.
H. Aeronautical Radio Inc.
I. American Trucking Assn.
J. American Civil Liberties Union.

Other parties to this proceeding not listed above have indicated in their summaries of testimony filed with the Commission January 12, 1953, that they will limit their participation to cross-examination and such rebuttal testimony as may be necessary.

The Commission expects each party to cooperate in expediting the conclusion of the hearings by making their presentations as brief as possible and, wherever possible, by reducing direct testimony, in whole or in part, to writing and offering it for the record in that form in lieu of oral presentation.

Notice is hereby given that sessions of this hearing will be held on Mondays and Tuesdays only of each week.

Mead Resigns as FTC Head

JAMES M. MEAD last Wednesday resigned as chairman of the Federal Trade Commission, a post he held since May 24, 1950. He is expected to continue, however, as a member of the FTC until Sept. 25, 1955.

WGRD Protests FCC's Ch. 35 Grant to Versluis

PROTEST against grant of uhf Ch. 35 in Muskegon, Mich., to Versluis Radio & Television Co. for a new TV station was filed with the FCC last week by WGRD Grand Rapids, Mich., claiming that unfair competition will result from the grant.

This is believed to be the first such protest since the Communications Act was amended by the McFarland Act.

Versluis Radio & Television Co. is headed by Leonard A. Versluis, president and 100% owner of the company. Mr. Versluis also operates WLAV-AM-FM Grand Rapids.

WGRD claims that Mr. Versluis will operate the new TV station as a Grand Rapids outlet rather than as a Muskegon station. If this happens, WGRD claims, Mr. Versluis can offer a combination rate for the AM, FM and TV stations. Because WGRD can base its rates only on its AM operation, it claims it would be placed in an unfair competitive position.

Before Mr. Versluis had received his grant for the new TV station, WGRD filed a petition with the FCC requesting that the application be set for hearing. However, on the same day the Commission granted Mr. Versluis' application, Dec. 23, 1952, it also dismissed WGRD's petition on the grounds the Grand Rapids station was not a party in interest [B•T, Dec. 29, Sept. 22, 1952].

In its protest of the grant, WGRD recites substantially the same claims it had made in its earlier petition.

WGRD also alleges that Mr. Versluis, who was formerly permittee of WLAV-TV Grand Rapids (now WOOD-TV), "trafficked" in the permit because he sold the station within 20 months after it began operation and made a "profit" of $1 million in the sale.

Mr. Versluis was granted a construction permit for WLAV-TV July 29, 1948, the petition stated, and interim operation began Aug. 15, 1949. On June 27, 1951, an application was filed for a license to cover the CP, while on June 26, 1951, the contract for sale of WLAV-TV was signed with WOOD.

WGRD also charges that there were discrepancies between the financial statements filed by Mr. Versluis in the bid for assignment of permit and the request for license for WLAV-TV.

WGRD is an applicant for uhf Ch. 23 in Grand Rapids, but the application is mutually exclusive with another filed by W. S. Butterfield Theatres Inc.

Antitrust Suit Against NFL Opens Today in Philadelphia

ANTITRUST action against the National Football League will open today (Monday) in the U. S. District Court for the Eastern District of Pennsylvania at Philadelphia, with the Dept. of Justice claiming the league's restriction of football broadcasts and telecasts constitutes restraint of trade.

Judge Allen K. Grim will preside at the juryless trial, expected to last at least two weeks. Judge Grim last year dismissed a league request to drop the civil suit [B•T, Jan. 14, 1952].

The pro football case is regarded by attorneys in and out of government as a test case. While the Justice Dept. has been closely observing the National Collegiate Athletic Assn. restriction of football telecasts to a one-network-one-game-a-week schedule, it has indicated unofficially no action will be taken against colleges until the pro case is decided.

To sell frozen foods to inland Californians
(AND WESTERN NEVADANS)

Be on the Beeline

Frozen foods or hot tamales, the way to sell in *inland* California is . . . on the BEELINE! It's the five-station radio combination that gives you

THE MOST LISTENERS More than any competitive combination of local stations . . . more than the 2 leading San Francisco stations and the 3 leading Los Angeles stations *combined.*
(BMB State Area Report)

LOWEST COST PER THOUSAND More audience plus favorable Beeline combination rates naturally means lowest cost per thousand listeners. (BMB and Standard Rate & Data)

Ask Raymer for the full story on this 3½-billion-dollar market—inland California and western Nevada.

McCLATCHY BROADCASTING COMPANY

SACRAMENTO, CALIFORNIA Paul H. Raymer, National Representative

XUM

COMMENT STIRRED ON TV AUXILIARIES

The Commission's proposal to narrow the band width of auxiliary TV channels stirred more individual ideas by organizations than either approval or disapproval. Each group spelled out its stand.

COMMENTS filed with FCC last Monday with respect to the Commission's proposed amendments to rules governing television auxiliary stations were more in the form of counter-proposals than either approval or disapproval of the proposed changes.

NARTB, NBC, American Telephone & Telegraph Co. and Raytheon Mfg. Co. filed comments. Only AT&T appeared to have made very extensive tests employing the standards proposed in the amendment of Part 4 of the Commission's Rules.

Three groups of channels are now available for TV auxiliary broadcasting, under present FCC rules: 1990 to 2100 mc, 6875 to 7125 mc and 12,700 to 13,200 mc.

Among other changes proposed in the Commission's amendment was one that would increase the number of channels available to telecasters for auxiliary services in the 7000 megacycle band through a reduction in channel width from 25 to 19 mc.

Under this plan, the 6875-7125 mc band would be divided into ten 19 mc channels for television broadcasters and three 20 mc channels for communications common carriers. Telecasters would be allocated 6875 to 7065 mc for their 19 mc channels.

NBC's Brief

NBC pointed out that at the present time only the 7000 mc band is suitable for television auxiliary services because the equipment available in the 2000 mc band is not readily portable.

With regard to the changes proposed in the 7000 mc band, NBC said there were three problems. The first is the inadequacy of the number of channels available to television broadcasters. As an example, NBC pointed out the situation in the New York area where there is a shortage of spectrum space in the 7000 mc band for the auxiliary services.

The second problem is that of adjacent channel interference, which NBC noted was recognized in the Commission's notice of proposed rule making. But the network said the seriousness of this interference cannot be evaluated for equipment now in use.

The third problem relates to a comparative performance (distance range or signal noise level) of equipment which may be developed for 19 mc channeling with that now found in the 25 mc equipment. NBC said, "It seems inevitable that the reduction in band width will degrade performance somewhat."

It is NBC's position that the limitation on the number of channels available on the one hand, and on the other hand the inadequacy of present equipment to operate on adjacent channels with reduced channel width, raises very serious problems in the large market areas.

NBC said that the ability to continue many of the important public service types of programs will be impaired by the immediate adoption of the Commission's proposal.

The best present solution to the problems raised in the Commission proposal, according to NBC, is to make more spectrum space available in the 7000 mc band for TV auxiliary broadcast stations.

Although the Commission's proposal to narrow the band width may be found to be feasible, NBC said, the proposal should not be adopted until equipment has been developed and adequate field tests have been made to assure its feasibility.

NARTB agreed with the NBC suggestions in its comments on the contemplated changes in the 7000 mc band, and said that what the FCC should do is assign additional microwave frequencies through the apportionment of the 7065 to 7125 mc portion of the band to television broadcasters. With those frequencies now available only to common carrier use made available to television broadcasters, there would be a total of ten 25 mc channels for TV pickup and STL work.

In its comments, NARTB also requested that the status quo be maintained with respect to the 2000 mc band, and that there be a further amendment tacked on the FCC proposal which would include a plan to permit the use of a coding device for auxiliary's identification.

In its tests using the standards proposed by the Commission, AT&T found that in the case of transmission paths diverging at an angle of 34 degrees or more, it appears that no serious interference problems will be experienced with 19 mc separation between channels in the 7000 mc band. AT&T reported that its tests also indicated that it is possible, under controlled conditions, to operate two parallel circuits 19 mc apart for short periods of time without serious interference.

However, AT&T said, successful operation on parallel paths appears to be contingent upon the use of cross-polarization, precise frequency control to prevent the frequency separation from becoming less than 19 mc, and special line-up procedures and monitoring. The latter two conditions impose serious practical operating problems, AT&T claimed.

The 7000 mc equipment is designed for portable use and neither the transmitter nor the measuring equipment can be expected to maintain the necessary high degree of precision under practical working conditions. Also, AT&T said, it is impossible to make frequency adjustments during the transmission without interfering with the picture signal. In addition, the danger of the receiver locking to the adjacent channel during a fade or momentary power failure will be increased with the reduced separation.

Operating Difficulties

The firm recommended that in view of the operating difficulties encountered, the Commission maintain the present 25 mc channel widths.

The tests AT&T made were carried out Jan. 6, 7 and 12, and were between the Empire State Bldg. and AT&T's building at 176th St. in New York, a little more than 7 miles apart.

Raytheon, too, said the proposal to reduce the channel width in the 7000 mc band was not appropriate at this time. But Raytheon seemed to question the need for additional channels more than the difficulties which might be involved should the channel width be reduced.

FCC Annual Report

COPIES of FCC's annual report for fiscal 1952, issued a fortnight ago [B•T, Jan. 19], were put on public sale last Monday by Superintendent of Documents, Government Printing Office, Washington 25, D. C. Price is 40 cents. FCC itself does not distribute copies.

COMPTON FAVORS IIA RESHUFFLING

Relayed in the Acheson IIA report, Dr. Wilson Compton urges bolstering of overseas staffs and reshaping of radio activities. These views fall on attentive ears as Congress considers integration of the foreign information programs.

REORGANIZATION of the International Information Administration with greater emphasis on overseas radio activity "should be diligently pressed," according to Dr. Wilson Compton, IIA administrator.

His views were given to former Secretary of State Dean Acheson and were included in Mr. Acheson's semiannual report on IIA.

The report was released as the administration changed hands.

Dr. Compton referred to strengthening of overseas staffs and reshaping of radio and other media field activities. He said the IIA program is gaining in the fight against "Communist propaganda," and said agreements are in the making for integration of IIA's foreign information activities with Mutual Security Agency and Technical Cooperation Administration.

Congress Interest Up

The report was released as Congress became increasingly interested in coordinating U. S. foreign information programs, perhaps under a single agency with or without psychological warfare functions. The Eisenhower Administration plans to strengthen both these aspects, with realignment of agency structure [B•T, Jan. 19].

A Senate Foreign Relations information subcommittee has been studying overseas information activities, including Voice of America. In executive session last Wednesday, the subcommittee, headed by Sen. William Fulbright (D-Ark.), agreed to hold hearings, probably in February. A resolution will be submitted in the Senate to extend the study and deadline for its report beyond Jan. 31. Staff members are preparing an interim report on Voice operations based on field trips last December.

Meanwhile, similar machinery was set in motion in the House. Rep. Edith Nourse Rogers (R-Mass.) introduced a proposal (H Res 95) to create a select committee to study the problem. It would seek to "determine means by which the national interest may be best served in time of peace by the conduct of international information services and in time of war by a civilian psychological warfare agency." Resolution was referred to the House Rules Committee.

FTC Case Set Aside

FEDERAL Trade Commission case pursued since May 1943 against Carter Products Inc., directing that the word "liver" be removed from the name "Carter's Little Liver Pills" and that many advertising claims be discontinued, was set aside last week by the Ninth Federal Circuit Court. Carter products uses spot radio extensively.

First

First— In the Fabulous Texas Great Plains Market

First— KDUB-TV Lubbock, the first TV station on the Texas Great South Plains. The first new Texas station since the freeze lifted.

First— Retail sales for Lubbock are substantially higher than the average for Texas, and are among the highest of any city in the Southwest*. As a matter of fact, KDUB-TV brings TV to a vast untapped $389,756,000** West Texas market, and 317,700 potential customers**. To be specific, it's the 3rd market in the nation, measured in terms of personal and family buying power.

First— TV set sales are breaking records in this tremendous, aggressive market. An estimated 15,200 families are now reached, with many added daily.

Reach a fabulous NEW market with KDUB-TV, Lubbock. The acceptance and impact of TV in the Texas South Plains area is terrific and gains momentum daily. Buy TV in a growing market — Buy KDUB-TV.

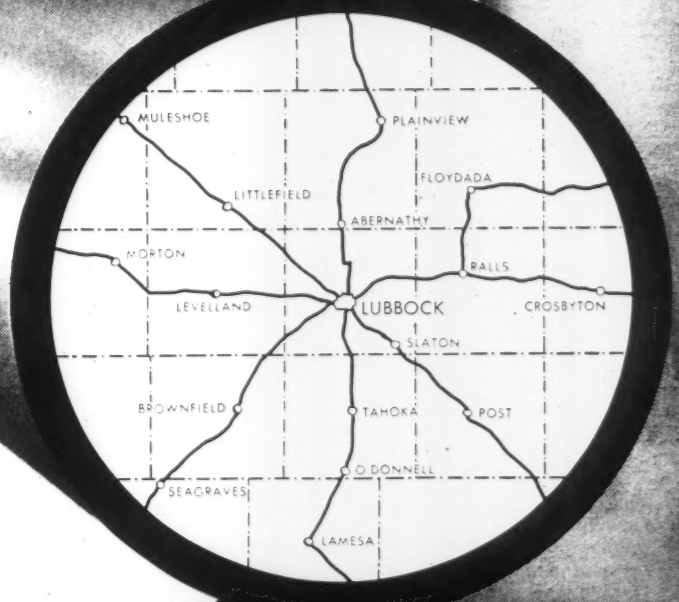
*Monthly Business Review—Federal Reserve Bank of Dallas
**1952 Sales Management Survey

AFFILIATE: CBS

DU MONT NETWORK
PARAMOUNT FILM NETWORK
AVERY KNODEL, National Representative

SALES HUB OF THE SOUTH PLAINS
KDUB TV
LUBBOCK, TEXAS

CHANNEL 13



W. D. (Dub) ROGERS
President & General Manager

MIKE SHAPIRO

Govt. Electronics Suit Fades as Threat to Firms

CLOUD of criminal implications which has hung over electronics manufacturers the past 12 months in the wake of a grand jury inquiry into possible anti-trust violations faded over the horizon last week.

Attorney General James P. McGranery announced last Monday that he had revoked the grand jury authorization looking toward possible criminal prosecution.

At the same time, he held out the possibility of civil litigation and court injunctions and stressed that the investigation would continue. On the basis of data gathered by the grand jury, he absolved electronics manufacturers of "the use of force, strong-arm tactics or activities of a similar punitive nature."

While Mr. McGranery pointed out that criminal action was still possible "if warranted," authorities were inclined to dismiss such an eventuality and felt the Justice Dept.'s action represented a "face-saving" move on the eve of Mr. McGranery's departure from office.

Manufacturers were reluctant to comment on the development at this time, though the informal consensus of some high-placed authorities was that it would remove another obstacle in the path of color television progress and permit them to proceed on defense orders unshackled by government restraints.

Color TV Implicated

It will be recalled that some of the data requested for grand jury presentation last May touched on the color television issue, with implications that some manufacturers had banded together in concerted action against FCC-proposed TV standards for the production of color-casting equipment.

Mr. McGranery made no reference, direct or indirect, to color television in his announcement. He traced the investigation to January 1952 when the grand jury was authorized to explore for possible violations of the anti-trust laws. He noted the grand jury process was needed to ascertain the facts.

Virtually all of the major electronics firms—and Radio-Television Mfrs. Assn.—were included in the "industry-wide" probe, with RCA asked to furnish voluminous data on patent practices.

RCA later lost out on its motion to modify patent provisions of the subpoena which it claimed should have been dismissed as inoperative under certain consent decrees set forth over 20 years ago. RCA challenged the subpoena as "so broad, sweeping, vague and indefinite that compliance would be unreasonable and oppressive" [B•T, Oct. 27, Sept. 8, 1952].

Referring to the investigation, Mr. McGranery said the Justice Dept. study of the material "suggests that removal of whatever restraints may exist in the industry should more properly be the subject of civil litigation (misdemeanors) than of criminal prosecution."

The investigation originally was launched in the Justice Dept. under the stewardship of then Atty. Gen. J. Howard McGrath. The subpoenas called on manufacturers of AM, FM and TV transmitting and receiving equipment—and military products—to furnish data encompassing charges that FM was stifled in its growth; patent litigations, sales and production figures; royalties; exchange of technical material; expenditures for research and development in radio, television and related electronics fields; restrictions on types or quantities of AM-FM-TV receivers, and stockholders reports [B•T, March 3, 1952].

House Group Unset

HOUSE Interstate & Foreign Commerce Committee, named last week, has not been organized nor has any schedule been decided on meetings with officials of the regulatory agencies over which the House committee has jurisdiction.

Question of whether the Committee will authorize continuance of its investigation programs may also be decided when it organizes—hoped for this week.

Personnel of the House commerce group follows:

REPUBLICANS—Charles A. Wolverton (chairman), N. J.; Carl Hinshaw, Calif.; Joseph P. O'Hara, Minn.; Robert Hale, Me.; James I. Dolliver, Iowa; John B. Bennett, Mich.; Richard W. Hoffman, Ill.; John V. Beamer, Ind.; William L. Springer, Ill.; Alvin R. Bush, Pa.; Paul F. Schenck, Ohio; Joseph L. Carrigg, Pa.; Herbert B. Warburton, Del.; Steven B. Derounian, N. Y.; Thomas M. Pelly, Wash.; J. Arthur Younger, Calif.; John W. Heselton, Mass.

DEMOCRATS — Robert Crosser, Ohio; J. Percy Priest, Tenn.; Oren Harris, Ark.; Dwight L. Rogers, Fla.; Arthur G. Klein, N. Y.; Thomas B. Stanley, Va.; William T. Granahan, Pa.; F. Ertel Carlyle, N. C.; John Bell Williams, Miss.; Peter F. Mack Jr., Ill.; Homer Thornberry, Tex.; Louis B. Heller, N. Y.; Kenneth A. Roberts, Ala.; Morgan M. Moulder, Mo.

McCarthy Data Sought In Madison Complaint

FCC CHAIRMAN Paul A. Walker last week wrote Sen. Joseph McCarthy (R-Wis.), suggesting that the Senator immediately submit any information he may have respecting the qualifications of Badger Television Inc., vhf Ch. 3 applicant at Madison, Wis.

Senator McCarthy a fortnight ago protested the Badger application, stating he wished to bring evidence to FCC showing "it would be against the public interest" to have either William T. Evjue, editor of the *Capital Times* and president of the applicant, or Cedric Parker, city editor of the *Times*, "exercising any control over a television station" [B•T, Jan. 19].

Badger Television is a combination of two TV applicants—WIBA and Television of Wisconsin Inc. [B•T, Dec. 22, 1952]. WIBA is owned by the same interests which publish the *Wisconsin State Journal* and the *Capital Times*. Both papers have opposed Sen. McCarthy. Badger Television's application is mutually exclusive with the Ch. 3 bid of WISC Madison and comparative hearing will be required.

Walker Answers ACLU

RESERVATION of noncommercial, educational television channels will not automatically expire on June 2 but will continue an "indefinite" period, FCC Chairman Paul A. Walker stated last week in a letter to Patrick Murphy Malin, executive director of the American Civil Liberties Union, New York.

Chairman Walker pointed out that after June 2 the Commission will consider petitions to amend the TV allocations table, respecting both commercial and noncommercial channels, but that each such petition would be considered on its individual merits. This even means educators could petition to change the status of a commercial channel to a reserved noncommercial facility, he stated.

Mr. Malin wrote Chairman Walker in early December to express ACLU's support for the reservation of channels and to inquire as to the status of reservations after June 2, expiration of the Sixth Report's one-year rule precluding the filing of petitions to make changes in the allocation table.

RTMA Expands Information

INFORMATION department of Radio-Television Mfrs. Assn. headquarters in Washington, D. C., has been expanded, according to James D. Secrest, executive vice president.

Peter H. Cousins, information director, has been named special assistant to Mr. Secrest and staff assistant to Technical Products Division. Tyler Nourse has been promoted from assistant information director to editorial director in charge of publications. Herbert Francis Hodge Jr. joins the staff today (Monday) as editorial assistant to Mr. Nourse. The changes followed resignation of Ralph M. Haarlander as assistant to the Technical Products Division.

Message Stress Urged

DEPLORING over-emphasis in radio commercials on "sound effects, songs and spirited voices," John F. Hardesty, director of local promotion for BAB, told the Advertising Club of Hartford last Thursday that local advertisers would "discover the true sales impact" of radio if they stressed the basic sales message.

He said progress has been made in integrating attention-getting sound effects and special radio slogans into commercials but added that "this has been done, in many instances, at the expense of the most important element—the advertiser's sales message."

RTMA Names Instructor

INDUSTRY training course in TV set servicing will be directed in New York by Paul B. Zbar, member of Institute of Radio Engineers and long active in TV training schools, according to Radio-Television Mfrs. Assn. The course, first of its kind under RTMA sponsorship, is designed to upgrade present TV servicemen and increase their technical efficiency. A syllabus of the course, to be developed at the privately endowed New York Trade School, will be prepared for use by vocational training schools throughout the country. RTMA members are underwriting the special course.

APRA Honors WHAS-AM-TV

WHAS-AM-TV Louisville will receive a certificate of outstanding achievement in public relations at the American Public Relations Assn. eighth annual convention. APRA members from 43 states and territories are expected to attend the March 2-3 convention in Washington, D. C.

Airlines Advised

IMPORTANCE of radio advertising to airlines is pointed up in a 15-page presentation, "CAVU (ceiling and visibility unlimited) for Airlines With Radio," being distributed by BAB to its members. The booklet gives eight reasons for airlines to use radio and points out that "virtually everyone is an airline travel prospect—and radio is the only medium that reaches everyone."

XUM

WNEW was the only New York radio station to increase its audience in 1952!

(Details upon request)

SOURCE: PULSE

6 a. m. to 8 p. m., Monday through Saturday

1952 vs 1951, At Home Only

More and more

your favorite station for music and news

WNEW

1130 | ON YOUR DIAL

50,000 *watts day* . . . 10,000 *watts night*

CAPITOL PROPOSES MONTHLY FEE FOR SAMPLE RECORD SERVICE

A $10 charge is proposed for stations though free performances of records are credited with building the phonograph business to its present lofty peak. WJPS Evansville gets a form letter and tells the record company exactly what it thinks about the idea.

MAKERS of phonograph records, receiving countless millions of dollars worth of free radio promotion, may want to charge broadcasters for the chance to give them all this publicity.

Signs were apparent last week that record companies want to set up their own version of ASCAP, perhaps in an effort to heap still another burdensome impost on broadcasters. Latest to revive the idea is Capitol Records Inc., whose national promotion manager, Gene Becker, is contacting stations via a form letter.

Writing Jan. 14 to the record librarian of WJPS Evansville, Ind., Mr. Becker proposed a plan to charge $10 a month for its popular and western releases.

In reply he received a scorching letter from Robert J. McIntosh, WJPS general manager.

"When I read your letter I about blew my top," Mr. McIntosh replied in a letter dated Jan. 19. He continued:

Very frankly, Mr. Becker, radio should be charging Capitol Records for exploiting their stars. This move is a good way for Capitol Records to be thrown off the air completely.

If the other record companies follow your pattern I can see a real showdown where all of the record companies will have to buy radio time if they want their records played on the air. WJPS has no intention of paying Capitol Records one cent and you can take us off your mailing list immediately if you so desire.

Several other station managers contacted by BROADCASTING • TELECASTING said they had been approached in the past with the fee idea but had rejected it. The records didn't stop, they added significantly.

It is common practice for record companies to shower their new offerings on broadcasters, particularly in the popular-folk lines. Usually the pressings are of special quality. At many stations each disc jockey will receive records, many of them owning their own libraries.

Sensational expansion of the phonograph record industry from the low point of the 30s is generally credited in a substantial degree to broadcast performance.

Semi-Flex Pressings

Capitol Records in its current proposal would furnish semi-flex pressings each week, prior to national release date where possible. For this service it would make "a nominal charge of $10 per month" for popular and western releases, $5 for western alone or $8 for popular alone.

"We are fully aware of the great exploitation value we receive from radio programming of our records and albums," Mr. Becker wrote. "Therefore, we have established what we sincerely believe is an equitable figure for the service—when you consider that the regular price of the records you will receive in a month is far in excess of the monthly amount we will charge. Naturally, the records furnished will be your property."

Concluding, he said, "Many thanks for your interest in Capitol Records. We sincerely hope you will be able to take advantage of one of the above services, and you may rest assured that we will give you the best possible service. Whatever course you decide to follow, we want you to know that we do appreciate your past and present cooperation."

BMI "Pin Up" Hit

"TELL ME YOU'RE MINE"

published by Capri Music Corp.

RECORDED BY

THE GAYLORDS.....Mercury

MINDY CARSON.....Columbia

RUSS MORGAN.....Decca

RALPH & BUDDY BONDS.....Coral

ENOCH LIGHT.....Prom

BROADCAST MUSIC, INC.
580 FIFTH AVE., NEW YORK 36
NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL

Gerbel Returns to KJR After Gubernatorial Race

ARTHUR GERBEL Jr. has returned as assistant general manager of KJR Seattle after serving successfully as state campaign manager for the re-election of Washington's Gov. Arthur B. Langlie.

Mr. Gerbel

Mr. Gerbel, who is completing 17 years at KJR, is secretary-treasurer of the Seattle Rotary Club, a member of the U. of Washington Alumni Assn.'s board of trustees, Catholic Children's Services board of directors and the local Washington Athletic Club's board of governors.

LOOKING over late details of new WTTG (TV) Washington show, *Wolff at the Door*, sponsored by Mid-Atlantic Appliances and Admiral Corp., are seated (l to r), Walter Compton, WTTG general manager, and Irving Grossberg, Mid-Atlantic vice president-treasurer; standing, I. V. Dalo, Mid-Atlantic general sales manager; Leo Lisee, Admiral regional sales manager, and Bob Wolff, star of the half-hour, five-a-week, women's show.

KGA Spokane Sold For Reported $500,000

SALE of KGA Spokane, Wash., 50 kw ABC affiliate on 1510 kc, to the Bankers Life & Casualty Co., Chicago, was completed Tuesday by Gonzaga U. of Spokane, licensee. The transfer, involving an estimated $500,000, is subject to FCC approval.

The Rev. Francis J. Corkery, S.J., president of Gonzaga, and John D. MacArthur, president of the insurance company, completed negotiations in Chicago last week through Blackburn-Hamilton, radio and television station broker.

KGA is the first broadcast property to be acquired by Bankers Life & Casualty Co., which has several insurance properties in Washington. The agreement includes the station, structure and land.

The Spokane station was founded in 1926 and in 1932 was acquired by NBC, which bought KJR Seattle, KYA San Francisco and KEX Portland after the Northwest Broadcasting System, headed by Adolph Linden, had collapsed. The stations were purchased from banks holding Northwest securities. From 1933 to 1939 KGA was leased by NBC to Louis Wasmer, who bought the station for about $25,000 in November 1939.

Ten years later, Mr. Wasmer, who owned KGA as an individual, sold the station to Gonzaga U. for about $425,000, plus accounts receivable, which brought the overall consideration to about $550,000. That sale also was handled by Blackburn-Hamilton.

Although federal tax laws exempt incomes of religious and educational groups, Washington state has changed its statutes to revise the exemption status of such groups with respect to their commercial properties.

WGFG Changes to WKMI

UPON change of call letters of WGFG Kalamazoo, Mich., to WKMI (K for Kalamazoo, MI for Michigan) on Jan. 1, the station helped bring about public acceptance of the new call letters by a series of promotions.

Advance station breaks told of the change and a newspaper ad pictured a baby in diapers with the headline, "It's time for a change (of call letters)." Disc jockeys promoted the change in various ways and a New Year's Day half-hour show featuring all the station staff celebrated the new call letters.

5 out of 9

*Look Television Award winners are seen in Northern California exclusively on

KPIX

COMEDY TEAM . . . . LUCILLE BALL and DESI ARNAZ

QUIZ OR PANEL SHOW . . . . WHAT'S MY LINE

SPORTS . . . . BLUE RIBBON BOUTS

MASTER OF CEREMONIES . . . . JOHN DALY

NEWS PROGRAM . . . . SEE IT NOW (Edward R. Murrow)

Greatest Shows
Brightest Stars

KPIX TELEVISION CHANNEL 5
SAN FRANCISCO, CALIF.

Affiliated with CBS and DuMont Television Networks
Represented nationally by the Katz Agency

*Program and personality awards made annually by Look Magazine on the judgment of top television executives throughout the nation.

New RCA-6181 power tetrode used in RCA 1-Kw UHF television transmitter type TTU-1B.

New UHF Stations

with the RCA-6181

UHF TELEVISION is now a reality! And the RCA-6181 power tetrode is playing a vital role in new station operations.

Many features have been incorporated in this new tube which provide important operating advantages. The use of forced-air cooling permits substantial operating economies: ceramic bushings are used between terminals to reduce power loss. The coaxial-electrode structure of the 6181 is designed especially for use with high-power circuits of the coaxial-cylinder cavity type; its indirectly heated, low-temperature, coated cathode assures long serviceability.

Specify RCA when you need tubes for replacement.

KEEP IN TOUCH WITH YOUR LOCAL RCA TUBE DISTRIBUTOR FOR THE LATEST TUBE DEVELOPMENTS.

RCA® RADIO CORPORATION of AMERICA
ELECTRON TUBES HARRISON, N.J.

Gray Beaten

BARRY GRAY, radio and television commentator and disc jockey, was beaten by three men on Jan. 16 as he was leaving his automobile to go to a DuMont Television Network studio in New York. This was the second such attack on Mr. Gray in the past four months [B•T, Sept. 8, 1952].

Mr. Gray received medical attention in the studio and appeared briefly on his 11-11:15 p.m. EST television show. He missed his Saturday and Sunday radio shows on WMCA New York but resumed work on his radio and TV programs last Monday.

At the time he was beaten on Sept. 4, Mr. Gray attributed the attack to persons opposed to his reports on the resurgence of "Neo-Nazi" movements in the Yorkville section of New York. He offered no specific reason for the latest incident.

'Customer Contact' Plans Evolve at WMAL-AM-TV

WMAL-AM-TV Washington, D. C., has evolved merchandising agreements with Peoples Drug Stores and the Food Town grocery chain giving drug and food advertisers who buy station time prominent in-store product displays.

The arrangement ("Customer Contact") provides that an advertiser buy spot announcements or programs on either WMAL or WMAL-TV for one week. In return, Peoples and/or Food Town will feature the product in window or in-store displays, the choice resting with the client. Agreement goes into effect Feb. 1

Wilkins Coffee will be featured the first week in the 75 Peoples drug stores throughout the Washington area. Peoples is a substantial radio user, with a heavy newscast schedule. Food Town does over $20 million business annually.

Similar plans have been tried in New York City, Detroit, Cincinnati and other cities. But WMAL claims it is the only regular merchandising tie-in of a grocery chain in D. C.

Kenneth H. Berkeley, vice president and general manager of WMAL-AM-TV (the *Washington Evening Star* stations), was present at negotiations involving Clayton R. Sanders, advertising director for Peoples, and Alan R. Klompus, advertising manager for Food Town.

Patt Sees Prosperous '53, Cites WJR Sales Increase

RENEWED appreciation by advertisers of radio's flexibility and universality was given last week by John F. Patt, president of WJR Detroit and WGAR Cleveland, in predicting another prosperous year for radio in 1953.

Opening the annual WJR staff conference in Detroit last Monday, Mr. Patt pointed to an increase of $90,479 in WJR local and national sales for 1952 over those of 1951, saying the increase was significant because WJR rejected "more than $250,000" in business that did not meet the station's standards.

Worth Kramer, WJR vice president and general manager, revealed total sales of $3,383,292 for the station in 1952, praising Elmer Wayne, WJR sales manager, for his part in the accomplishment. Also credited were Gordon Gray, vice president in charge of WJR's New York office, and Henry I. Christal Co., national representatives, and Radio Time Sales Ltd., Canadian representatives, both appointed last year.

XUM

KOPO-TV Schedules Feb. 1 Target for Interim Airing

KOPO-TV Tucson President Harold C. Tovrea last week reported the station expects to go on the air as the first video outlet in that city Feb. 1 with an effective radiated power of 33 kw for about a year's interim operation on vhf Ch. 13.

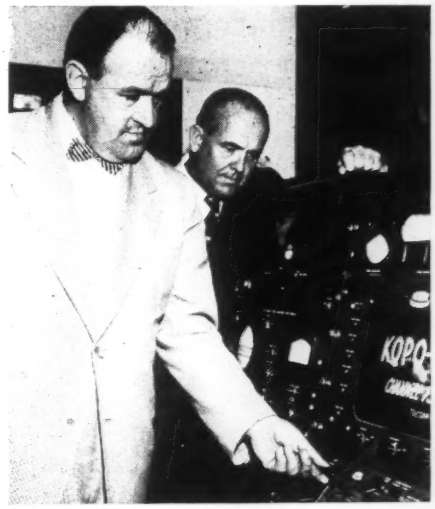
The Tucson TV outlet aired test patterns Jan. 15 after receiving its DuMont TV transmitter Jan. 2. The KOPO-TV interim antenna was hoisted atop the present radio tower Dec. 12, 1952. Construction began on KOPO-TV studios Dec. 5, 1952, after FCC granted the station's construction permit Nov. 17 and its interim operation permit Dec. 3.

KOPO-TV is licensed to Old Pueblo Broadcasting Co., 48%-owned by Gene Autry, radio and screen cowboy singing star. The station expects to go to full 316 kw effective radiated power upon completion of its 500-ft. antenna tower in about a year.

Programming Time

Programming time tentatively is set for 4 to 11 p.m. daily and will consist of CBS-TV and DuMont films and local live shows until such time as Tucson is connected to national networks by coaxial cable.

Assisting KOPO-TV in getting on the air is Walter J. Stiles, television consultant. Also assisting engineers is Robert Myers, West Coast Allen B. DuMont Labs. representative. General manager of KOPO-TV is E. S. Mittendorf.



KOPO-TV Tucson President Harold C. Tovrea (l) and TV consultant Walter J. Stiles turn switch to air test patterns by the station, which is scheduled to go on the air Feb. 1.

Pay-As-You-See TV Criticized by Slavick

WARNING against pay-as-you-see TV has been sounded by H. W. Slavick, general manager of WMC WMCF (FM) WMCT (TV) Memphis, who was in Washington, D. C., a fortnight ago with NARTB's committee studying subscription television.

Mr. Slavick said "it will be disastrous for the public" if pay-as-you-see representatives succeed in convincing the FCC that their system should be approved. These supporters, Mr. Slavick said, "have propagandized to the effect that the television industry as it now is can't foot the bill, which is absurd. The scheme they propose would . . . cost the public about $7 billion a year."

He asserted that the idea is contrary to the concept that channels are a natural resource belonging to the people and are to be used in the best interests of the public.

WCBS-TV Billings Increase

SIGNING by CBS-owned WCBS-TV New York of more than $630,000 in new and renewed business during the first two weeks of January was announced Thursday by George Dunham, general sales manager. He said this represented a 63% increase over the $388,000 booked during a similar period last year.

KNXT (TV) Sales Record

NEW weekly sales record has been established for KNXT (TV) Hollywood with $370,000 in new and renewed business for the week of Jan. 15, Edmund C. Bunker, sales manager of station and CTPN, reported last week. Spot announcements and participations accounted for $30,000 of the total sales, including two saturation campaigns.

WGN-TV to Air Cubs, Sox

EXCLUSIVE rights to the daytime home games of Chicago's two major league baseball clubs, the White Sox (American) and the Cubs (National) have been acquired by WGN-TV, the *Chicago Tribune* station. The entire telecast schedule will be co-sponsored by the Theo. Hamm Brewing Co., St. Paul, and Liggett & Myers Tobacco Co., New York, for Chesterfield, through their respective agencies, Campbell-Mithun, Minneapolis, and Cunningham & Walsh, New York.

The schedule includes 77 home games by the Cubs and 54 by the White Sox, as well as the three-day city series April 10-12. The initial league game, between the Cubs and Cincinnati, is April 14, while the White Sox season opens April 16 with St. Louis.

Negotiators included James T. Gallagher, business manager for the Cubs; Frank Lane, general manager of the White Sox, and William A. McGuineas, commercial manager, WGN Inc.

KBA Meeting Set June 11-12

KENTUCKY Broadcasters Assn. executive committee, in a session Jan. 16, set KBA's spring meeting for June 11-12 at Louisville's Seelbach Hotel.

Meeting with the executive committee were Joe Eaton, WKLO Louisville, president; Mike Layman, WSFC Somerset, first vice president; Sam Livingston, WKYB Paducah, second vice president, and directors Gilmore Nunn, WLAP Lexington, and J. W. Betts, WFTM Maysville. Messrs. Nunn and Livingston will make up the spring program.

KSWO-TV Commencement

KSWO-TV Lawton, Okla., will begin operation about March 1, spokesmen for the station predicted last week. Present plans call for telecasting with lower power and antenna height than that specified in the CP pending completion of a $350,000 TV center four miles east of the Lawton city limits. The station, to operate on vhf Ch. 7, is owned by the Oklahoma Quality Broadcasting Co.

"just good business to put *your* Advertising on WVAM"

"It reaches *more* people in central Pennsylvania with *more* power (1000 watts, day and night) with *more* of radio's best shows—CBS.

"That's why *more* local and national sponsors are putting their sales messages on WVAM."

ARE YOU?

WVAM 1000 WATTS CBS
ALTOONA, PA.
WEED & Co. representatives

Final Deadline for the 1953 TELECASTING YEARBOOK is FEBRUARY 2
(no proofs)

If proofs are desired deadline is Jan. 24

Please wire your reservation today! Collect

870 NATIONAL PRESS BUILDING
WASHINGTON 4, D. C.

Burbach Honored by Associates with Portrait

UNVEILING of portrait honoring George M. Burbach (c), general manager of KSD-AM-TV St. Louis, is Joseph Pulitzer (r), editor and publisher of the *Post-Dispatch*. Joseph Pulitzer Jr. (l), newspaper's associate editor, commissioned the portrait.

GEORGE M. BURBACH, general manager of KSD-AM-TV St. Louis, was the subject of an oil portrait unveiled at a reception Jan. 15 when the broadcaster was honored by his associates in the radio, television and newspaper field for his part in developing St. Louis broadcasting and telecasting.

Hosts at the ceremony were Joseph Pulitzer, editor and publisher of the *Post-Dispatch*, owned by the Pulitzer Publishing Co., KSD-AM-TV licensee, and his son, Joseph Pulitzer Jr., associate editor of the newspaper.

Painted by William F. Draper, a New York artist, the portrait shows Mr. Burbach seated, holding a newspaper, and in the background a television tower, both symbolic of Mr. Burbach's more than a half-century as a newspaperman and his role in radio and television.

About 50 guests at the honoring ceremony heard the elder Mr. Pulitzer praise Mr. Burbach before dropping the veil from the portrait:

"One of the things I think about when I talk of George M. Burbach is that he stands for clean advertising and careful censorship. I think that this establishes an extraordinary record on the part of Mr. Burbach, who has contributed enormously to the security and permanance of this institution.

"By his vision, persistence and courage, he has made these two stations what they are. It is my earnest hope that this portrait will hang in the halls of KSD and KSD-TV for many years."

Mr. Burbach, in return, credited his staff, the publisher and the younger Mr. Pulitzer for the newspaper's achievements in radio and television.

As head of KSD-TV, Mr. Burbach put the station on the air Feb. 8, 1947, as the first post-war equipped TV station in the U. S., which caused a coaxial cable to be extended to St. Louis in 1948.

Mr. Burbach has been in broadcasting since KSD went on the air in 1922.

KXLY-TV Equipment Tests

FIRST equipment tests for KXLY-TV Spokane were run Jan. 16 from the station's transmitter located atop Mt. Spokane. Norman Hawkins, manager, said the first test was considered successful and that commercial operation will begin Feb. 1 on vhf Ch. 4.

Salinas Target

TARGET date of June 1 has been set by the Salinas-Monterey Television Co., new uhf Ch. 28 grantee at Salinas, Calif. [B•T, Jan. 19], according to S. E. Cisler Jr., co-owner. Call of KICU (TV) has been requested. Network affiliation and representation are not set.

for television

UNITED PRESS NEWSPICTURES

U.P. "TODAY'S PICTURES WITH TODAY'S NEWS"

WABI-TV Test Pattern Gets Underway

TEST pattern of WABI-TV Bangor, Me. was to have been yesterday (Sunday), according to Murray Carpenter, general manager. Program operation is to begin next Saturday.

WABI-TV has completed affiliation agreements with CBS-TV and DuMont, and representation will be handled by George P. Hollingbery in the national sales field. Kettell-Carter Inc. will be the New England representative for the station.

Mr. Carpenter described weather conditions which impeded construction but declared that almost all of the technical equipment has arrived. "I have about $75,000 worth of miscellaneous electronic equipment scattered all over my house," he said.

Mr. Carpenter praised the "extremely fine cooperation from RCA and . . . the conscientious organizational work done by Walter Dickson, our chief engineer."

Lee Gorman, WABI-TV sales manager, is now in New York, Mr. Carpenter said, and James C. Fletcher Jr. has been retained to do special sales work in New York.

WABI-TV will operate on vhf Ch. 5. It is Maine's first television outlet.

Georgia Broadcasters Buy WMOG for About $100,000

WMOG Brunswick, Ga., has been sold for about $100,000 to a group of Columbus, Ga., and Opelika, Ala., broadcasters. The sale is subject to usual FCC approval.

Buyers, incorporated under the name of Radio Brunswick Inc., include President Allen M. Woodall, president of WDAK Columbus and operator of WBML Macon and WRDW Augusta; Vice Presidents Yetta G. Samford, C. S. Shealy and Frederick G. Storey Jr.; Secretary Miles Ferguson and Treasurer John Cooper.

Messrs. Samford, Shealy and Ferguson own WJHO Opelika. Mr. Ferguson also is station manager of WDAK, and Mr. Cooper is general manager of WJHO.

Mr. Storey is treasurer of WMOG, director and 20% owner of WHAN Charleston, S. C., and vice president and 16½% owner of WLAG La Grange, Ga. He is the son of the late Frederick G. Storey, editor of *The Columbus Ledger*.

WMOG was established in 1940 and is an MBS affiliate. It operates on 1490 kc with 250 w fulltime.

KFYO Boosts to 5 kw

KFYO Lubbock, Tex., schedule called for an increase in power last Monday from 250 w day and night to 5 kw day and 1 kw night and a frequency change from 1340 to 790 kc.

Mr. Thompson

The station's new $100,000 transmitting plant took almost eight years of planning and construction, according to General Manager Gordon Thompson. He said the power increase will boost KFYO's broadcast coverage area to 200 miles by day and by an "appreciable" area when broadcasting at night.

The FIRST CITIZEN of the 17th STATE*

Charles John Stevenson is *first* on the air in WGY-Land. He greets his listeners between 6:00 a.m. and 6:45 a.m. every morning but Sunday.

And he's *first* in sales, too! The president of the Company which was one of his past sponsors wrote and said, "I regard you as the best salesman in the world. Please send me a picture of yourself so I can hang it in my office."

This is only one of the 30,000 pieces of mail "The Chanticleer" received last year. His jovial personality, his cheerful chuckle, and the music he provides between his conversation and his jokes have given him a tremendous following among the rural folk in Eastern Upstate New York and Western New England.

As an individual Charles John really gets around! He's publisher of the oldest weekly newspaper in the United States (Washington County Post); he appears at plenty of fairs every summer; and every year he fills about 100 speaking engagements—everything from high school commencements to bankers' conventions.

When he celebrated a recent program anniversary on the air, over a hundred people were in the studio at 5:45 a.m. Some of them had left their homes at 3:30 a.m. to drive the hundred miles to Schenectady.

CHARLES JOHN AND BLACKSTONE THE MAGICIAN A recorded interview with Blackstone was the feature of a recent Chanticleer Program.

PUT THIS FIRST CITIZEN'S PERSONALITY AND ENTHUSIASM BEHIND YOUR CLIENT'S PRODUCT AND IT WILL SOON BE FIRST IN SALES!

WGY AND THE FARMER	
Number of farms in the WGY area	96,550
Average value per farm	$10,828
Number of farms owner-occupied	77,265
Number of trucks	54,643
Number of tractors	75,013
Number of autos	89,947

* The WGY area is so named because its effective buying income is exceeded by only 16 states.

50,000 WATTS

WGY

A GENERAL ELECTRIC STATION

Studios in Schenectady, N. Y.

THE CAPITAL OF THE 17TH STATE

Represented Nationally by Henry I. Christal, New York — Chicago — San Francisco

XUM

No, No, Perkins!

It's all in the

BROADCASTING Yearbook

. . . you won't need any T squares, graphs, slide rules or geiger counters to get all the information you want and need in this business of broadcasting.

No sir! It's all in the 1953 BROADCASTING Yearbook.*

Don't delay—order today. Single copies are $5.00. Or you may subscribe to BROADCASTING • TELECASTING for a full year and get 52 weekly issues, the 1953 BROADCASTING and the 1953 TELECASTING Yearbooks for only $11.00. You save $6.00.

* Publication dates: BROADCASTING Yearbook, January; TELECASTING Yearbook, February.

BROADCASTING • TELECASTING
National Press Building
Washington 4, D. C.

Please reserve both 1953 Yearbooks for me, and enter my subscription to BROADCASTING • TELECASTING.

☐ Bill me ☐ $11.00 enclosed

Name

Firm

Street

City Zone

State

1953 BROADCASTING Yearbook

GARLAND BACKED BY ABA FOR FCC

Arizona Broadcasters endorse KOOL Phoenix general manager for one of the upcoming FCC vacancies and re-elect KOY Phoenix General Manager Albert Johnson as president.

CHARLES H. GARLAND, general manager of KOOL Phoenix, was endorsed for one of the upcoming FCC vacancies by his fellow members of the Arizona Broadcasters Assn. at their annual meeting in Phoenix Jan. 15.

The resolution giving Mr. Garland Arizona broadcasters' backing for the FCC post, for which his name has been mentioned, came at the meeting held in the Arizona Club, at which Albert Johnson, general manager of KOY Phoenix, was re-elected ABA president.

The broadcasters also elected Carleton W. Morris, owner of KSUN Bisbee and KAWT Douglas, as vice president, and re-elected Frank Redfield, president-general manager of KIFN Phoenix, as secretary-treasurer.

ABA's new board of directors includes Harold Ritter, president-general manager of KYCA Prescott; Tom Wallace, president of KTKT Tucson; Julian Kaufman of KPHO-TV, and Bill Lindsey, general manager of KYMA Yuma.

The Arizona broadcasters also passed a resolution protesting the action of Mesa High School recently in prohibiting broadcasting of school ball games from its stadium and gymnasium, declaring censorship in a tax-supported institution as dangerous and stating the games' box offices have not been hurt by broadcasting.

At a dinner, Ralph W. Hardy, NARTB director of government relations, urged broadcasters to take a new look at the industry.

People today place a higher value on freedom of the press and broadcasting than ever before, Mr. Hardy said. He said the industry cannot afford to turn a deaf ear to the wants and opinions of the people, because there is no better bulwark than the American people to stave off government interference.

ENDORSED for FCC commissionership vacancy by Arizona Broadcasters' Assn. at meeting in Phoenix was Charles H. Garland (c), KOOL Phoenix general manager, shown with Albert Johnson (r), KOY Phoenix general manager, ABA president, and Carleton W. Morris, owner of KSUN Bisbee and KAWT Douglas, ABA vice president.

C. Arthur Johnson Dies; Was KWTO Executive

C. ARTHUR JOHNSON, 59, vice president and treasurer of KWTO Springfield, Mo., died Jan. 14 in a Kansas City hospital after suffering a stroke three weeks earlier on Dec. 23, 1952. Funeral services were held at Springfield, with burial at St. Joseph.

Mr. Johnson

Mr. Johnson, who also was manager of the Pioneer Outdoor Advertising Co., Springfield, first became associated with a radio station at St. Joseph and later as part owner moved the station—KGBX—to Springfield. He also became associated with KWTO when it was formed in 1933, and remained with KWTO when it was separated from KGBX in 1943 by an FCC order. Survivors are his wife, his father and two sisters.

'Chain Lightning' Extended

EXTENSION of WNBC-WNBT (TV) New York's concept of "Chain Lightning" merchandising to include the 5,000-member drug stores of the New York State Pharmaceutical Assn. was announced last Tuesday by Ted Cott, NBC vice president and general manager of the stations.

WNBC-WNBT (TV), according to Mr. Cott, will launch a promotional campaign advancing the theme that the member drug stores are "an important factor in community life." Highlight of the promotional effort will be a weekly half-hour radio program, *Favorite Story*, which will be sponsored by the association in behalf of its member stores. In addition, spots on both radio and TV will be used.

The association will promote products via in-store promotion and window, point-of-sale and counter displays.

WNBC-WNBT utilizes the "Chain Lightning" operation with more than 1,500 supermarkets and "Quality Store Group," comprising more than 2,000 independent grocery stores.

KONA (TV) Rate Card

KONA (TV) Honolulu's new rate card No. 1, announced last week as effective retroactively to Dec. 16, 1952, shows a Class A one-time rate of $150 per hour and grading down to a one-time Class A time signal rate of $12. Open Class B one-hour rate is $112.50 and Class B time signals $8 each. Other rates are shown for 30, 20, 15, 10, 5 and 1 minutes and 20 and 10 seconds.

WCBS Sales Activity

INCREASE in sales activity at WCBS New York during the latter part of December and early January presages a sharp upswing in local radio sales during 1953, according to William F. Miller, general sales manager of CBS' New York outlet.

Among contracts reported by Mr. Miller are Esso's renewal of the *Jack Sterling Show* for 52 weeks through Marschalk & Pratt, and sponsorship of spot announcements by the Nestle Co., American Maize Products Co., the Continental Baking Co., American Home Foods Inc., Pilgrim Laundry Inc., General Baking Co., General Electric Co., and the Barbasol Co.

TRAVERS, BOGGS FOR FINESHRIBER?

Search has unofficially begun at MBS for an aide for Thomas F. O'Neil, president and board chairman, when William H. Fineshriber Jr. is expected to transfer to NBC next month.

THOMAS F. O'NEIL, president and board chairman of MBS, was reported unofficially last week to be seeking a key aide to assist him in operating the network after Vice President William H. Fineshriber Jr.'s imminent departure [CLOSED CIRCUIT, Jan. 19].

Mr. Fineshriber

Norman Boggs, vice president in charge of sales for the Don Lee Network, and Linus Travers, executive vice president in charge of sales for the Yankee Network, were among those mentioned in speculation about a possible successor to Mr. Fineshriber, who, although still on the job at Mutual, is slated to become vice president and general manager of the radio and television networks of NBC next month.

Whether the ultimate choice in the wake of Mr. Fineshriber's departure would get the title of executive vice president, or only some of the duties and some other title, apparently had not been firmly settled last week. Mr. O'Neil has taken an active role in the guidance of network affairs since his election first as board chairman and subsequently also as president last year, and it was considered probable that this activity on his part would increase rather than diminish. The executive vice presidency was created when Mr. O'Neil became president.

Both Mr. Boggs and Mr. Travers are veteran broadcasters, and both of their respective present organizations—Don Lee and Yankee—are part of the General Tire & Rubber Co.'s radio-TV properties, as is Mutual also.

There has been no official announcement either of Mr. Fineshriber's resignation from Mutual or his new post at NBC. His move, it was understood, awaits formal action of the NBC board of directors at the regular board meeting Feb. 6. As vice president and general manager of the networks he will report to John K. Herbert, vice president in charge of the networks.

Mr. Travers Mr. Boggs

* 25% more families listen to wdod daily than the next most popular station

* 41% more families listen to wdod daily than the third most popular station

WDOD, Chattanooga's No. 1 station, literally dominates this ever-expanding market. Just compare coverage with cost and you'll find that WDOD gives advertisers MORE listeners — MORE results per radio dollar. Single shot WDOD to do your selling in this area.

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wdod AM—5,000 watts FM—44,000 watts

CHATTANOOGA'S PIONEER STATION

National Representatives

Paul H. Raymer Company

ABC-TV RELEASES '52 BILLING

General Mills heads advertisers on ABC-TV for 1952, spending $2,090,483; Dancer-Fitzgerald-Sample was top agency purchaser, with expenditures of $3,295,001. Both the advertiser and the agency also were heaviest radio spenders on the network during the year.

GENERAL MILLS was the biggest advertiser on ABC television during 1952, spending a total of $2,090,483 on the network, according to figures released by ABC.

Heaviest agency spender on ABC-TV was Dancer-Fitzgerald-Sample Inc., with $3,295,001 for 1952. Both General Mills and D-F-S were ABC radio's biggest radio spenders, too [B•T, Jan. 12].

ABC-TV's 1952 gross of $17,697,140 was down $600,000 from the $18,297,589 gross in 1951 [B•T, Jan. 12]. Figures for ABC-TV in 1952 follow:

BY ADVERTISERS

General Mills	$2,090,483
Kellogg Co.	1,497,155
P. Lorillard Co.	1,022,558
Rosefield Packers	827,299
Nash Kelvinator Corp.	823,573
Mars, Inc.	744,820
Sterling Drug, Inc.	489,363
C. A. Swanson & Sons	452,238
Ironite, Inc.	447,492
Procter & Gamble Co.	439,749
Ralston Purina Co.	404,907
American Tobacco Co.	389,576
Bendix Home Appliances	383,465
Sweets Co. of America	349,561
Canada Dry Ginger Ale, Inc.	335,389
Frigidaire Division	330,511
Bayuk Cigars	288,240
Celanese Corp. of America	275,692
American Chicle Co.	274,609
Billy Graham Evangelic Assn. Inc.	270,910
C. H. Masland & Sons	266,606
Bristol Myers Co.	250,920
Cluett, Peabody & Co. Inc.	248,185
Voice of Prophecy, Inc.	245,588
Goodyear Tire & Rubber Co., Inc.	245,397
Jacques Kreisler Mfg. Co.	244,860
Carter Products	235,890
Warner—Hudnut, Inc.	209,300
Political	207,589
Peters Shoe Co.	182,686
Charles Antell	172,505
Admiral Corp.	162,591
Young People's Church of the Air	159,772
F. W. Amend Co.	157,103
Green Giant Co.	154,613
Hazel Bishop, Inc.	152,051
Toni Co.	136,017
Reichhold Chemical	131,426
Gruen Watch Co.	126,795
Kaiser-Frazer Sales Corp	124,655
A. C. Weber & Co.	122,988
Wine Corporation of America	122,289
Anthracite Institute	118,139
Hotpoint	117,795
McKesson & Robbins, Inc.	106,102
Lambert Co.	101,640
Minute Maid Corp.	99,601
Arthur Murray Productions	93,600
Lever Brothers Co.	90,012
Sieberling Rubber Co.	89,231
Word of Life Fellowship	82,287
Vitamin Corporation of America	75,450
Frank H. Fleer	74,830
S. C. Johnson	66,500
Standard Oil of Ind.	55,550
Brown Shoe Co.	42,871
Hollywood Candy Co.	42,313
American Bakeries Co.	42,218
Derby Foods	41,908
M & M Ltd.	36,048
Burton Dixie	31,500
Ranger Joe, Inc.	27,372
Rhodes Pharmacal Co., Inc.	15,690
Crosley Division of Avco Mfg. Corp.	14,939
Clorox Chemical Co.	14,889
Fisher Body	9,201
Miller Brewing Co.	8,750
Philco Corp.	3,390
Chicago Bears, Inc.	2,985
TOTAL	$17,697,140

BY AGENCIES

Dancer-Fitzgerald-Sample, Inc.	$3,295,001
Kenyon & Eckhardt, Inc.	1,410,989
Leo Burnett Co., Inc.	1,233,567
Lennen & Mitchell	1,023,354
Tatham Laird Inc.	835,703
Guild, Bascom & Bonfigli	827,209
Geyer, Newell & Ganger, Inc.	823,573
Young & Rubicam	744,501
Ellington & Co. Inc.	563,931
Brooke, Smith, French & Dorrance, Inc.	489,805
Foote, Cone & Belding	466,528
Gardner Advertising Co.	404,906
Batten, Barton, Durstine & Osborn, Inc.	389,576
Walter F. Bennett	353,196
Hoselle & Eisen	349,561
Henri, Hurst & McDonald	339,789
Ted Bates & Co.	335,491
J. D. Tarcher Co.	335,388
Anderson & Cairns, Inc.	266,606
Laughlin Wilson, Baxter & Parsons	245,587
Hirshon-Garfield, Inc.	244,860
Politicals	207,588
McCann-Erickson, Inc.	185,269
TV Advertisers Association	172,505
Russel M. Seeds	162,591
J. M. Camp Co.	159,771
Raymond Spector Co. Inc.	152,050
MacManus, John & Adams, Inc.	131,426
William H. Weintraub Co. Inc.	123,976
Bozell & Jacobs	122,987
Weiss & Geller, Inc.	122,289
J. Walter Thompson Co.	118,139
Maxon, Inc.	117,795
Needham, Louis & Brorby, Inc.	108,408
J. D. Tarcher Co.	106,101
Lambert & Feasley	101,640
Ruthrauff & Ryan	93,037
N. W. Ayer & Son	90,011
Meldrum & Fewsmith, Inc.	89,231
Kastor, Farrell, Chessey & Clifford, Inc.	75,450
Lewis & Gilman, Inc.	74,830
Tucker Wayne & Co.	42,217
William Esty Co. Inc.	36,047
Turner Advertising	31,500
Lamb & Keen, Inc.	27,371
O'Neil, Larson, McMahon	15,690
Honig & Cooper	14,543
Benton & Bowles, Inc.	14,518
Kudner Inc.	9,204
Mathisson & Associates	8,750
Hutchins Advertising Co., Inc.	3,085
TOTAL	$17,697,140

BY CLASSIFICATIONS

Food	$5,633,877
Radio, Ref., Electrical Appliances	2,283,756
Drugs and Toilet Goods	2,060,573
Cigars, Cigarettes & Tobacco	1,701,171
Confections	1,679,285
Clothing and Dry Goods	764,154
Religion	758,556
Laundry Soap and Cleaners	611,209
Automobiles, Trucks & Accessories	468,032
Beverages	466,082
Household Furnishings & Acc.	421,094
Jewelry and Accessories	371,654
Politicals	207,589
Lubricants, Petroleum Prod. & Fuel	173,689
Miscellaneous	96,419
TOTAL	$17,697,140

Skelton Back to Live TV

RED SKELTON, dissatisfied with film results and in agreement with his sponsor, Procter & Gamble Co., will abandon filming of his weekly NBC-TV show when he returns to the series in a few weeks after recuperation from an operation. He originally insisted it be done on film, but now will do the show live, it was said.

Douglas Coulter of NBC-TV Dies After Heart Attack

DOUGLAS COULTER, 52, an executive producer for NBC-TV and widely known radio pioneer, died after a heart attack Wednesday at his home in Scarsdale, N. Y.

Mr. Coulter was credited with creating many of radio's first commercial programs and with setting many advertising standards during the medium's growing period. While vice president in charge of radio for N. W. Ayer & Son during the late 1920s and early 1930s he produced many of the first major network radio programs.

Joining NBC-TV in May 1950 as a producer, Mr. Coulter was appointed an executive producer in October 1952. Prior to joining NBC, he was vice president of the radio department of Foote, Cone & Belding from July 1946 to March 1949. He served previously as vice president in charge of programs for CBS from April 1936 to April 1946 and with the radio department of N. W. Ayer from the mid-20s until he resigned in 1936 as vice president.

Survivors are his wife, the former Nancy French of Washington, D. C.; a son, Douglas Jr., a student at Johns Hopkins U., and three sisters.

Radio-TV News Dinner

PLANS were underway last week for the ninth annual Radio Correspondents Assn. dinner, to be held at the Statler Hotel, in Washington, D. C., Feb. 7. Martin Agronsky, ABC commentator, will be installed as new president of the Congressional Radio-TV Galleries, succeeding Hollis Seavey of MBS [AT DEADLINE, Jan. 12].

General committee for dinner is made up of John Edwards, ABC; Mr. Seavey, and Bill Henry. Mr. Agronsky is heading a special committee to recruit entertainment for the dinner. Other groups will be chairmanned by Howard Kany of AP, Richard Harkness of NBC and Mr. Seavey. ABC is handling talent arrangements this year, with entertainment to be selected from the entire radio-TV industry.

IMMEDIATE DELIVERY

RCA TUBES IN STOCK AT ALLIED!

RCA-7C24. POWER TRIODE—in stock for immediate delivery. RCA-7C24, $169

RCA-5762. POWER TRIODE—can be used with FCC approval as direct replacement for 7C24 in FM transmitters BTF-1C, BTF-3B, and BTF-10B. RCA-5762, $169

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Short Presidential Campaigns Urged by CBS' Paley

THE PRESIDENTIAL campaign ought to be shortened by upping the date of the national conventions from July to Sept. 1, according to William S. Paley, CBS chairman of the board.

His view was given before the Poor Richard Club in Philadelphia Jan. 17.

Mr. Paley was presented the club's Gold Achievement Medal for his "contribution to the strength of the nation through his service to government."

Television and other media make the upping of dates possible and desirable, Mr. Paley said, because they enable the candidate to quickly project his personality while bringing his platform before the people more forcibly than ever before.

This is where television can make "one of the central and major contributions . . . to our political life," Mr. Paley said.

Lewine to ABC-TV Post

ROBERT F. LEWINE, radio-TV department director of Hirshon-Garfield, New York, has been appointed eastern program director of ABC's television department, effective Feb. 1, Charles M. Underhill, national director of the TV department, announced Thursday. Mr. Lewine has headed the Hirshon-Garfield radio-TV unit for the past three years. He formerly was with Rockhill Productions, whose TV and film department he organized in 1949.

DuMont Adds Four

ADDITION of four affiliates to DuMont Television Network, bringing total to 28, has been announced by Elmore B. Lyford, DuMont's director of station relations. New affiliates are: WEEK-TV Peoria, Ch. 3, owned by West Central Broadcast Co.; WLVA-TV Lynchburg-Roanoke, Ch. 13, Lynchburg Broadcasting Co.; WLBC-TV Muncie, Ind., Ch. 49, Tri-City Radio Corp., and KXLY-TV Spokane, Ch. 4, Pacific Northwest Broadcasters.

Nila Mack Dies in N. Y.

NILA MACK, producer of CBS Radio's Saturday morning children's program, *Let's Pretend* for the past 23 years, was found dead Tuesday, apparently after a heart attack, in her New York apartment. Miss Mack joined CBS Radio in 1930 after a career in vaudeville and on the legitimate stage. Funeral services were held Thursday at the Frank E. Campbell Funeral Church in New York.

WDEF Joins NBC April 7

WDEF Chattanooga will join NBC as a radio affiliate on April 7, Harry Bannister, NBC vice president in charge of station relations, announced Thursday. Current NBC outlet in Chattanooga is WAPO. WDEF operates on 1370 kc with 5 kw daytime and 1 kw nighttime. Carter Parham is president and Ken Fleniken is general manager. The station currently is an ABC affiliate and a spokesman for that network said that as yet no replacement has been signed.

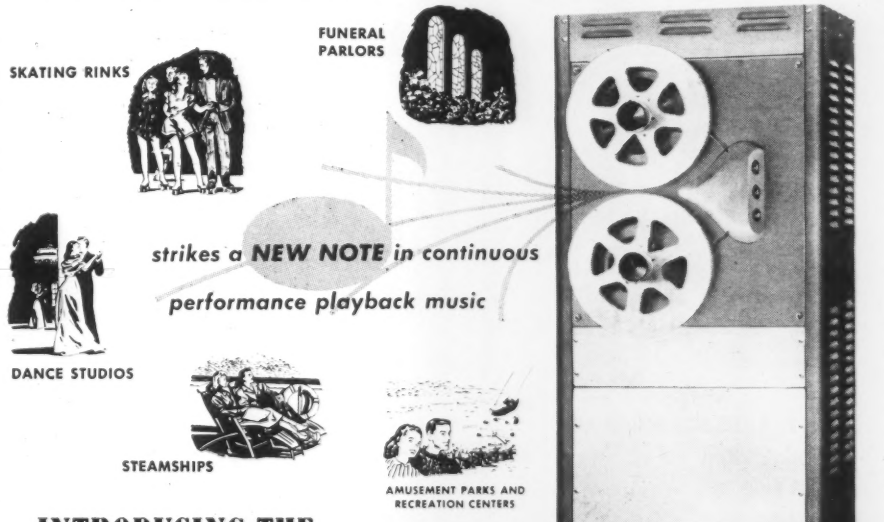
NBC Affiliations in '52

DURING 1952, NBC added 14 stations to its radio network, now totaling 205, and 11 new TV stations, bringing the TV total to 75, plus agreements with nine TV stations expected to begin operations early this year, NBC has reported. Going beyond the continental borders, NBC-TV also made affiliation agreements with CMQ-TV Havana, XEW-TV Mexico City, and Toronto and Montreal stations of CBC.

ABC Radio SAC Members

ELECTIONS of members of ABC radio's Stations Advisory Committee in Districts 2, 4, 6 and 8 have been announced by the network.

Chosen for two-year terms, effective Jan. 1, were: District 2, J. P. Williams, WING Dayton, re-elected, with Gene Trace, WBBW Youngstown, alternate; District 4, T. B. Lanford, KRMD Shreveport, re-elected, with Henry Johnston, WSGN Birmingham, alternate; District 6, Frank C. Carman, KUTA Salt Lake City, re-elected, with Al Caldwell, KOAT Albuquerque, alternate; District 8, A. D. Willard Jr., WGAC Augusta, Ga., with Owen Uridge, WQAM Miami, Fla., alternate.



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The Model 450 is engineered to rigid AMPEX standards and is capable of delivering thousands of hours of service with no breakdowns and minimum maintenance.

FEATURES

- 50 to 7500-cycle frequency response at 3¾ inch tape speed
- Standard NARTB reels up to 14 inches
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To cash in on the jackpot of information covering commercial television, reserve your copy of the 1953 TELECASTING Yearbook right away. It's just $11.00 for a subscription which includes the BROADCASTING Yearbook; the TELECASTING Yearbook,* and 52 weekly issues.

* Publication dates:

BROADCASTING Yearbook January. TELECASTING Yearbook February.

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NTSC COLOR TV DETAILS PROVIDED AT AIEE MEETING

NTSC advances in developing standards for color television have riveted attention anew in the industry on the question of color vs against monochrome. AIEE delegates heard the details last week.

FIELD TESTING of the specifications for compatible color TV approved in theory by the National Television System Committee [B•T, Jan. 19], will be followed by the drafting of final specifications to be submitted to FCC.

This will complete the NTSC's task of the past two years and more, D. B. Smith, Philco Corp. vice president, said last Tuesday in a report to the American Institute of Electrical Engineers.

Mr. Smith was the first of four speakers to discuss the NTSC color TV system. A session on that subject was one of more than 80 technical sessions at AIEE's midwinter meeting, held Monday through Friday at New York's Hotel Statler where more than 4,000 electrical engineers were registered.

NTSC, an all-industry group formed under RTMA auspices, succeeded the original NTSC which in 1939 and 1940 determined standards for black-and-white TV. National acceptance of monochrome TV by the American public is ample testimony to the adequacy of those NTSC standards, Mr. Smith noted.

After the "parlor games" in Washington which terminated in the fall of 1950 with the Commission approving a field sequential, noncompatible system of color TV, the current NTSC was formed and an ad hoc committee reviewed work in colorcasting to that time.

The committee recommended in the spring of 1951 that a new system of instantaneous color broadcasting be developed in place of CBS's field sequential system or RCA's advocated line sequential system.

Color Added

NTSC's color system starts with black-and-white television with color added by a subcarrier wave, he said. Comparing the process to color photography, Mr. Smith said when pictures are colorcast with the NTSC system, the owner of a black-and-white TV receiver gets a better monochrome picture, too. A direct color tube is required, but its development is up to the individual manufacturing companies.

Early last year, tentative specifications were drafted for a fully compatible color system, which, by allowing present receivers to receive the colorcasts with as good or better monochrome quality as they now get, would provide an incentive for TV broadcasters to get into color and so make this new kind of TV possible, Mr. Smith said. These tentative specifications were field-tested and on Jan. 15, a new set of tentative specifications were approved by NTSC for further field testing.

Color TV must transmit both "luminance" —the brightness characteristic of the picture— and "chrominance"—the color characteristics of hue and saturation, Page Burr, Hazeltine Electronics Corp., explained. Since present-day monochrome telecasts provide the receivers with information approximating the luminance of the scene, NTSC's major problem has been "to devise a method for incorporating chrominance data into the monochrome service without degrading the performance of existing black-and-white receivers," he said.

Because the energy of monochrome telecasting is not constantly distributed across the full band width but is bunched around harmonics of the line repetition rate of the scanning process, it has been found possible to utilize the gaps for insertion of a suppressed subcarrier to transmit the chrominance information without seriously degrading the picture, Mr. Burr said. The sub-carrier frequency, in the neighborhood of 3.89 mc, was selected so both the sub-carrier and its harmonics fall in the gaps of the luminance signal spectrum, he pointed out.

Synchronization Types

Discussing the synchronization problem, Donald G. Fink, Philco Corp., pointed out that there are four types of synchronization needed: Synchronization of picture and sound, of field scanning (vertical sync), of line scanning (horizontal sync) and of primary colors (color sync). The first three types, he noted, are the same in color as in black-and-white telecasting.

For each type there must be freqency synchronization, with the repetitive scanning process the same at the receiver as at the transmitter, he said, and also phase synchronization, to "reproduce pictures and sound in the appropriate temporal and spacial relationships."

Mr. Fink expressed phase synchronization requirements in terms of the maximum tolerable amount of time between two-frequency-synchronized processes, emphasizing that "the significant figure is not the time difference in microseconds [millionths of a second], but rather the corresponding phase angle in electrical degrees."

Picture-sound synchronization is easy, Mr. Fink observed, with one-tenth of a second permissable, or 180 electrical degrees. The vertical synchronization tolerance is 10,000 times smaller, 10 microseconds or 0.22 electrical degrees. Horizontal synchronization perform-

EDISON Medal is presented to Dr. V. K. Zworykin (l), vice president and technical consultant, RCA Labs. Div., by Donald A. Quarles, president of Sandia Corp. Presentation was made at the opening session of the winter meeting of the American Institute of Electrical Engineers in New York, Jan. 19.

ance achievable in ordinary black-and-white sets is 0.06 microsecond, roughly one 17-millionth of a second. Electrically, the permissable phase error here is 0.34 degrees.

For color synchronization by the field-sequential method, utilizing six-segmented revolving discs at transmitter and receiver, the permissable phase error is 230 microseconds (or 12 electrical degrees), "substantially less strict" than is required for vertical and horizontal synchronization, Mr. Fink noted. He said, however, that the electro-mechanical synchronizing device to meet these requirements accounts for a substantial part of the cost of a field-sequential color set.

In a compatible color system, Mr. Fink explained, the frequency-synchronization requirements are far more strict than for monochrome transmission, but the phase-synchronization requirements of the luminance signal are the same as for monochrome. The subcarrier for color must be modulated two ways, he said, in phase to represent the hue and in amplitude to represent the saturation of the colors transmitted. The subcarrier has maximum amplitude for intense colors, smaller amplitudes for pastel shades and zero amplitudes for white, gray and black (zero-saturation colors), he reported.

Sets Error Limit

Tests having indicated that a phase error of 10 electrical degrees is tolerable, particularly when the observer does not know the correct hue of the object televised, NTSC has set five degrees as its limit, to be on the safe side, Mr. Fink said. This means a permissable timing error of 0.004 microsecond, seven times smaller than the permissable timing error in horizontal synchronization and about 22 times smaller than the one 11-millionth of a second which worried the FCC in 1949. Fortunately, he stated, practical color TV sets can maintain this timing accuracy, even against noise effects.

Mystery of how this timing accuracy can be achieved, he said, is dispelled when the phase error is expressed in electrical degrees.

Mr. Fink declared that "the most difficult synchronization problem of color television is not color phase. It is ordinary horizontal and vertical sync." He pointed out that the 0.22

Too Much Color

PROBLEMS of color TV cropped up anew last week as W. L. Dunn, vice president of Raytheon Television & Radio Corp., Chicago, said "the less said about color TV by responsible people in the industry, the better it is for the public." Any statement, he added, is likely to confuse the public. Raytheon, however, will be ready for color when it comes, "but we don't look for it very soon."

Mr. Dunn, addressing distributors, said color will continue to be delayed for several reasons: (1) It will be "some time" before the industry can get costs down to a level comparable with black-and-white prices, (2) FCC has a heavy workload (3) transmitter makers would be "hard pressed" to start color TV production because of heavy demands for uhf and vhf black-and-white transmitters, and (4) production of color sets would require many more manufacturing facilities.

He anticipates sale of about 6½ million TV sets this year.

MARY LOUISE MARSHALL

Stuffed 'em With Marshwood Stuffing

BETTENDORF AND DAVENPORT IN IOWA

ROCK ISLAND MOLINE AND EAST MOLINE IN ILLINOIS

Dad's Cookie Company—makers of popular brand of breads and cookies — also make Marshwood's Sage & Onion Stuffing, a dressing for poultry. To promote this product, they bought two participations on the WOC "Shopping With Mary Louise Marshall" program the week before Thanksgiving—the week before Christmas—the week before New Year's Day.

Before Thanksgiving, sold more than 2,000 packages of Marshwood—retail price 35¢ a pkg. Then came the deluge. Firm head Lawrence Kohler says: "Mary L made demand for Marshwood stuffing so big that our route men dreaded going out on their routes; they knew they couldn't supply retailers' wants. Most of our workers came back at night to help us prepare and package this stuffing. Even then we couldn't catch up with demand. We haven't yet been able to figure out how many packages we sold but we can tell you this—*sales were terrific.*"

If you are interested in "terrific sales" in the Quint-City area, ask your nearest F & P man about the "Shopping With Mary Louise Marshall" . . . it's a real sales-winner.

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BETTER THAN EVER FOR '53

RADIO'S TOP

• Audiences • Markets • Personalities

Time-Buyers in ever increasing numbers are recognizing—and clients are benefiting by—the success of Rahall Stations' Personality Selling Technique. Hitched to programs of music, news and sports geared to local tastes, the idea is paying off in top results for clients national and local.

WKAP
1000 W. ALLENTOWN, PA. 1320 KC.

Rates No. 1 (8:00 a.m.-8:00 p.m.) Pulse and Hooper in the Allentown-Bethlehem area. Independent.
Oggie Davies, Manager

WNAR
500 W. NORRISTOWN, PA. 1110 KC.

Clear Channel Independent station that covers Montgomery County and reaches Mrs. Housewife of the Greater Philadelphia Market.
John Banzhoff, Manager

WWNR
1000 W. BECKLEY, W. VA. 620 KC.

ONE-station coverage of West Virginia's rich coal region and industrialized area. MBS affiliate.
Dick Booth, Manager

JOE RAHALL, *President*
National Representatives
WKAP - WEED & CO.
WNAR & WWNR - WALKER & CO.

RAHALL STATIONS

degree phase angle requirement for vertical sync is "20 times as tough an assignment as five degrees for color phase in the compatible color system."

J. G. Reddeck of RCA Labs. delivered a paper prepared with H. C. Gronberg, NBC, explaining how color TV signals can be transmitted to a network via coaxial cable circuits of limited bandwidth. The solution, he said, is to separate the video signal into two parts at the transmitting end, using a low pass filter which collects mostly luminance and a band pass filter which collects the higher frequencies, mostly chrominance. The higher frequencies are heterodyned down to frequencies which can pass through the 2.7 mc band width of the present coaxial cable circuits, he explained. The process is reversed at the receiving terminal end of the cable, he said.

Quality 'Good'

Quality of pictures transmitted this way is "surprisingly good" and suffers only when it is compared to pictures transmitted from city to city by broad band microwave relays. He reported AT&T has a wideband coaxial cable in the works which will make it no longer necessary to condense the color signal.

Dr. A. N. Goldsmith, consulting engineer, served as chairman of the afternoon session at which the color TV papers were presented. It concluded with a paper on the problems Illinois Bell Telephone Co. faced in providing facilities to radio and TV stations and networks to cover the national political conventions held in Chicago last summer.

Uhf was the subject of a Tuesday morning AIEE session, with I. J. Kaar, General Electric Co., presiding. E. W. Allen Jr., FCC, outlined overall TV allocation plan which integrates uhf and vhf into a nationwide system of TV service, accommodating some 600 vhf and some 1400 uhf stations.

Cost of a uhf station with 200 kw ERP and a 500-foot guyed tower was placed at somewhere between $235,000 and $300,000 by Dana Pratt, RCA Victor Div. After a detailed description of RCA equipment for uhf telecasting, Mr. Pratt gave a cost breakdown as follows: transmitter, $135,000; antenna, $12,000; transmission lines, $6,000; guyed tower, $30,000; input and monitoring equipment, etc., $17,000, or a total of $200,000 with no studio equipment. Mr. Pratt estimated this at $35,000 as a minimum with no provision for live programming, but more likely to be $100,000 with normal studio equipment for live as well as film and network programming. He estimated transmitter operation costs as running around $25,000 a year.

WHUM-TV Equipment Shipped by General Electric

GENERAL Electric Co., Syracuse, N. Y., announced last week that it has shipped transmitting equipment to WHUM-TV Reading, Pa.

Station will operate on uhf Ch. 61. Its primary service area is expected to extend over a 62-mile radius of the transmitter site. Telecasts will be viewed by some 800,000 families in eastern Pennsylvania, parts of New Jersey, Delaware and Maryland.

Station was sent the first GE production model 12 kw uhf transmitter and a new type antenna, which will be installed immediately, according to Humboldt J. Greig, general manager of WHUM-TV. The CBS affiliated station expects to be on the air with a test pattern by the end of this month.

New TV Filter Is Developed by Sola

DEVELOPMENT of a filter that will eliminate spurious radiations by television receivers and transmitters has been reported to FCC Chairman Paul A. Walker by Raoul du Chatellier of Sola Electric Co., Chicago. Spurious radiation problem is receiving close FCC and industry attention [B•T, Jan 12].

Mr. Du Chatellier suggested the FCC Chairman inform RTMA that the Sola Electric Co. engineer is willing to give a demonstration of the device in Chicago at any time. He has filed for a patent under No. 619-218.

TV Set Sales in New Markets

THE TELEVISION industry will sell three sets in every pre-thaw market for each one sold in a new TV market in 1953, according to Ross D. Siragusa, president of the Admiral Corp., Chicago. Mr. Siragusa, speaking to 850 Admiral distributors and their employers in Chicago last Thursday, estimated that new market sales will total only 1½ million sets this year.

The 67 markets on the air before the FCC freeze-lift will account for the great share of set sales, he predicted, adding that opening of new markets has been overemphasized as a factor in sales estimates.

The Admiral president said 1952 sales were the second highest in the company's history, preceded only by the 1950 record of $230 million. He anticipates sales of $225 million this year, exclusive of defense and foreign production which are included in the 1950 figure.

PROGRAMS & PROMOTION

KONO BOOKLET

PICTURE promotion in booklet form has been released by KONO San Antonio plugging station's thorough farm and ranch coverage. Candid shots of Blake McCreless, station's farm and ranch director, in a number of different locations serve to illustrate the station's point. Copy also features letters from satisfied sponsors who "know that Blake is quite a guy."

WOMEN'S PROGRAMMING

DAILY show called *Housewives' Jackpot* is being aired by WAMS Wilmington, Del., and station reports that "in the short space of three months it has already found its place in the local listening area." Designed to appeal to the housewife, a special product is featured every day. On each program, a phone call is made by Tim Crow, m.c., who questions the lady of the house about the product the show is highlighting that particular day. Correct answers win cash awards.

SATURATION CAMPAIGN

ANOTHER saturation campaign of public service programs was started by WHAS Louisville on Jan. 14. Station has scheduled the entire *Jeffersonian Heritage* series of 13 shows between Jan. 14-31. WHAS reports it is conducting an extensive promotion campaign to win listeners for this series. Public and private schools are cooperating to bring the programs to the attention of parents, teachers and students in the area.

MARCH TELECASTING PROMOTED

FIRST in a series of "Progress Reports" on WCOV-TV Montgomery, Ala., has been sent out to TV distributors and dealers. Report brings the reader up to date on construction of the TV station, which will be affiliated with DuMont and CBS. Station is also making use of bus cards, taxi signs, window cards and radio spots to inform people that the TV outlet hopes to be on the air in March.

'AMERICA'S COMPOSERS'

IN COOPERATION with the American Society of Composers, Authors & Publishers, NBC will present a weekly radio program entitled *America's Composers*, starting Monday, Feb. 2. Broadcasts will be made from the Eastman School of Music, Rochester, and will feature the Eastman School Symphony Orchestra and the Eastman School Wind Ensemble.

'LIVING ROOM' EDUCATION

REGULAR college course in psychology is being telecast over WOI-TV Ames, owned-and-operated station of Iowa State Teachers College, to some 100 "living room" students who will receive college credit if they submit required written work and pass examinations. The regular class on campus is taught in the TV studios.

COURTROOM BROADCAST

FIRST West Virginia broadcast from a federal courtroom was made recently by WCHS Charleston when the station aired a 90-minute naturalization of 16 new American citizens. Station believes that this is the first program of its type ever broadcast in the state. Broadcast was narrated by Harry Brawley, station's public affairs director.

XUM

Byrd Sees No Need For Educational TV

U. of Maryland president praises WBAL-TV Baltimore for its aid during a closed circuit surgery demonstration. He declares such cooperation obviates the necessity for an educational channel in the state.

DECLARATION that he sees no need for a television channel in Maryland came from Dr. H. C. (Curly) Byrd, president of the U. of Maryland, on Jan. 15.

Dr. Byrd made his statement during a luncheon held in conjunction with a day-long closed circuit demonstration of surgery and medical information staged at the University Hospital. He took his stand on educational television channels while thanking WBAL-TV Baltimore for providing cameras and technical equipment for the demonstration.

Stations Can Do Job

"As long as there are stations like WBAL-TV providing the facilities and fine technical staffs to help the university fulfill its dream of bringing education into the home, I see no need for, nor would I back, an educational television channel," said Dr. Byrd.

FCC has reserved uhf Ch. 24 for educational TV in Baltimore.

Walker Warns Educators: 'You Have Only 4 Months'

A WARNING to aspirants for educational TV channels that they must act promptly in obtaining TV grants and building stations was sounded by FCC Chairman Paul A. Walker last Wednesday in New York.

Addressing a seminar of the Joint Committee on Educational Television at the St. Regis Hotel, Mr. Walker chided educators for "vague" hopes of continuing the blanket educational TV reservations beyond the June 2, 1953, deadline set by the FCC: "You have only four months," he said.

Other tactics employed by lethargic or timorous prospective educational TV applicants, Mr. Walker said, are arguments in favor of letting commercial TV stations do the educational job, waiting until "the perfect time when money will grow on bushes and all this can be accomplished with nary a headache for anyone," and in worrying over whether the educational stations will come under political control.

Graduates Honored

THE Philco Corp. has presented $25,000 to Drexel Institute of Technology in recognition of the "outstanding contributions" made by Drexel graduates to the company. The money will go toward Drexel's $5 million building fund. Drexel has assigned 445 students to Philco since 1922 under its co-operative plan integrating classroom work and practical industrial experience.

KATE

Albert Lea MINNESOTA

announces

AMERICAN BROADCASTING COMPANY

a new national representative . . .

ROBERT MEEKER & ASSOC.

regional representative . . .

BULMER & JOHNSON

regional network . . .

SOUTHERN MINN. NETWORK

Southern Minnesota Network is represented nationally by Meeker and by Bulmer & Johnson in Minneapolis.

KATE ALBERT LEA, MINNESOTA

Local people in the know, buy

WHOO

10,000 WATTS

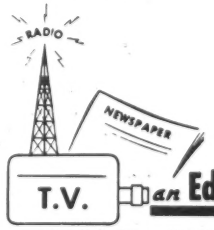
ORLANDO, FLA.

Nov. 1, 1948 . . . 3 spots a week
Dec. 1, 1948 . . . 6 spots a week
Dec. 1, 1949 . . . 6 spots a week
plus 1 hour a week program

Harry Becker, Manager, says: "Radio advertising on Orlando's WHOO really pays off. It has made our store a pronounced success!"

TODAY it's the same . . . that's the record of GALES CLOTHING STORE

Avery-Knodel, Inc.
National Representative



an Edward LAMB ENTERPRISE

New York Office—Hotel Barclay, 111 E. 48th St.—Home Office—500 Security Bldg., Toledo, Ohio

N. Y. State Educational TV Report Due Feb. 10

CONCLUDING session of three open hearings on the 10-station educational TV network proposed by the New York State Board of Regents was held in Albany Wednesday under the auspices of the temporary state commission on the use of television for educational purposes. Previous hearings were held in Buffalo on Jan. 7 and in New York on Jan. 14-15 [B•T, Jan. 12, 19].

Dewey Commission

The commission, established by Gov. Thomas E. Dewey to explore the subject of educational TV, will review the material it has collected and make a report of its findings to the state legislature. Feb. 10 is the current deadline for that report, but Henry V. Poor, counsel to the commission, told BROADCASTING • TELECASTING on Thursday that a bill is pending to extend the date to Feb. 28.

The regents estimate it would cost $350,000 to construct and $250,000 a year to operate each station. Under an FCC ruling, definite plans must be forwarded by June 25 to be assured of 10 uhf channels reserved for the state.

KFMB-TV Given Recognition For Educational TV Work

RECOGNITION of the role of KFMB-TV San Diego, Calif., in educational TV experiments is given by the San Diego City Schools in its annual report for 1951-52.

Noting that "educational possibilities of television are unlimited" and its use exploratory, the report claims that because of the station's cooperation, the schools "have been able to take an important place of leadership in experimenting with this new medium of communication."

Started Last Spring

A TV plan, submitted to the local Board of Education after a year's planning, went into effect last spring. Teachers served as program directors for each series of 18 programs over a six-week period, and direct classroom instruction became a reality. TV set distributors loaned out receivers for classroom use through arrangements with the San Diego County Bureau of Home Appliances.

Emerson Grant Committee

A THREE-MAN committee will pass on all applications made by educational institutions for participation in the $100,000 educational TV grant to be made by the Emerson Radio & Phonograph Corp., Benjamin Abrams, president of the company, announced last Wednesday.

The committee will be Dr. James G. McDonald, former Ambassador to Israel; Dr. Leonard Carmichael, secretary of the Smithsonian Institution, and Dr. Orestes H. Caldwell, former FCC Commissioner and editorial director of Caldwell-Clements Inc.

Mr. Abrams said grants of $10,000 each to 10 educational TV stations would not be made until evidence proves the stations are on the air. He hoped that all 10 grants would be made in the first half of 1953.

MICROWAVE RELAYS SPROUTING

TV transmission still is relatively new in Cuba, but progress is reported by Goar Mestre of Circuito CMQ. One 7-hop system has been completed, with Havana as focal point.

TV RELAY facilities have been extended in Latin America with the addition of a 7-hop Philco microwave system and new programming by television transmitters of Circuito CMQ, S. A., Radiocentro, Havana.

Cost of the first series of seven relay stations is approximately $480,000 and 12 other microwave installations are planned at an estimated cost of $700,000, according to Goar Mestre, Circuito CMQ director general.

CUBA

Mr. Mestre reported that Circuito CMQ christened the first relay with telecasts of ballgames from Havana down to Ch. 5 in Santa Clara, some 170 miles away. Other games and Havana programs have been carried to the Ch. 9 transmitter in Matanzas and Santa Clara.

Philco Relay

The Philco initial relay system was installed by Circuito CMQ without aid of American technicians. When completed, the circuit will boast three audio channels with standby equipment and one video channel. Multiplexing equipment is on order.

The objective, Mr. Mestre told BROADCASTING • TELECASTING, is to continue the circuit another 330 miles to Santiago de Cuba with the additional 12 microwave relays. Ball game telecasts were launched Jan. 2 and implemented with other program fare Jan. 17, he added.

Circuito CMQ's CMBF-TV on Ch. 7 is expected to take the air early in February. Installation has been completed for three months, with the exception of the tower which was delivered the past fortnight. A 5 kw transmitter will be located in Radiocentro.

Another station not identified with Circuito CMQ is also expected to take the air in the near future on Ch. 2.

The Circuito CMQ executive predicted that, on the basis of current reports, Havana will have five video outlets on the air which, together with five interior stations, will give Cuba a total of 10 transmitters in all.

Good Reaction

Sound quality and image of the ball game transmissions were excellent, Mr. Mestre reported, adding that reaction of key officials was greater than anticipated. There are upward of 100,000 TV receivers in Cuba at present.

Philco engineers checked the microwave relay system two days after baseball transmissions started. Mr. Mestre added that, to the best of his knowledge, the Philco relay was the first to be put into operation last Jan. 2.

CONGRATULATIONS go to Bill Rea (r), owner-manager of CKNW New Westminster, B. C., from Dr. N. A. McKenzie, president of U. of British Columbia, upon the establishment of $1,000 TV scholarship by CKNW, for a graduating U. of B. C. commerce student to attend the summer TV course at Northwestern U., Chicago.

AT&T Extends Network Service Over Border

EXTENSION of network television service from the U. S. to Canada last Monday was announced by AT&T's Long Lines Dept. CBLT (TV) Toronto has been linked to U. S. network facilities of AT&T at Buffalo by a 66-mile radio-relay route which crosses Lake Erie.

Programs are beamed from a microwave antenna atop the Franklin St. telephone building in Buffalo to a radio-relay station at Fonthill, Ont., according to AT&T. Two transmitting antennas are used on the tower to relay programs across the lake to Toronto.

CANADA

AT&T pointed out that construction is underway on 12 microwave towers east of Toronto for interconnection of CBST (TV) Montreal to the U. S. network. This link is expected to be completed this spring, AT&T said. In the meantime, the Canadian Broadcasting Corp. plans to telecast U. S. programs in Montreal by kinescope.

Construction Begun

AT&T also announced the company's television facilities have been extended to WFMJ-TV and WKBN-TV, both at Youngstown. Announcement said network programs are beamed from a station on the New York-Chicago radio-relay system and carried to the new stations via newly-installed microwave channels.

With the addition of the two TV channels at Youngstown, AT&T noted that network programs presently are available to 118 TV stations in 74 cities in the U. S.

Ottawa TV Seen by June 2

FIRST Ottawa TV station may be ready in time to telecast the coronation of Queen Elizabeth II June 2. The station will use only microwaved programs from Toronto and Montreal. No studios are planned soon, but a mobile unit at the transmitter probably will take care of telecasting important special events.

CANADA

Haiti to Have TV Outlet

FIRST television station in Haiti will be started by Richard Widmaier, director of 4VRW, Radio Haiti, according to Richard Eaton, head of the seven United Broadcasting Co. stations in the mid-Atlantic states. The station will be the only video operation in Haiti, according to Mr. Eaton, who has just returned from a trip to the West Indies.

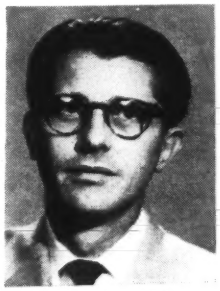
HAITI

XUM

Mexican TV Originations In San Diego Requested

Asking FCC approval of a plan to originate programs in San Diego, former American radio-TV executive Alvin George Flanagan would program over XETV (TV) Tijuana, Mex., to U. S.-Mexico surrounding area.

AN AMERICAN radio-TV executive last week filed application with FCC for approval to originate programs in San Diego for XETV (TV) in nearby Tijuana, Mexico—programs designed for San Diego-Tijuana and Southern California.



Mr. Flanagan

The Mexican station's Grade A contour blankets San Diego, reaches 40 miles from Tijuana to the edge of Escondido, Calif., and slices through the middle of Encinitas on the California coast.

XETV, operating noon to midnight on vhf Ch. 6 with effective radiated power of 38 kw visual, is under license to Radio y Television S.A., a Romulo O'Farrill-Emilio Azcarraga interest. XETV's national representative in the U. S. is Edward Petry & Co.

The applicant is Alvin George Flanagan, former program manager for the ABC-TV Western Division. He has contracted with XETV, as an independent program packager and producer as well as time sales broker, to supply live shows from San Diego via microwave relay. These programs would comprise 30% of the regular XETV schedule.

XETV proposes to install all facilities in San Diego and bear all production and operating costs. The station will pay Mr. Flanagan $300 weekly for gross sales up to $30,000 per week with with added commission of 1% for excess over $30,000 and 1½% for excess over $60,000.

MEXICO

Line Charges

Microwave relay facilities of the Pacific Telephone & Telegraph Corp. are to be used. Monthly line charges would not exceed $1,200, according to present estimates.

Details of the contract and programming plans were contained in the FCC application Form 308, requesting permission "to locate, maintain or use studios or apparatus for production of programs to be transmitted to foreign radio stations." It was filed by Washington radio-TV attorney Norman E. Jorgensen.

The studios for the XETV programs are to be located at 4231 Park Blvd., San Diego, leased by the Tijuana station and fitted with XETV cameras and equipment.

According to the application, the programs to be supplied by Mr. Flanagan would consist of the following types: Entertainment 36.8%, religion 8.3%, agriculture 11.8%, education 15.8%, news 16.7%, discussion 7.9% and talks 2.7%.

Mr. Flanagan has been in radio and television 16 years. From 1936-38 he was radio director in the U. S. Office of Education. Mr. Flanagan joined Don Lee Broadcasting System's experimental TV station 6XAO as a director, moving in 1949 to KFMB-TV San Diego. He joined ABC-TV in 1951.

INDEPENDENTS HIT CONTROLS IN CAB BRIEF FILED WITH CBC

Aroused by CBC's tight-fisted control over network broadcasting, non-government independent stations are uniting under CAB in a battle that is familiar to the U. S. radio-TV industry. With TV new to Canada and strong U. S. competition, stations are expected to protest any CBC encroachment, lest a restrictive pattern be set.

NETWORK monopoly by the Canadian Broadcasting Corp. is the greatest stumbling block in the way of developing Canadian talent, the Canadian Assn. of Broadcasters stated in a brief to the CBC board of governors at Ottawa last Friday. Occasion was a public hearing on proposed new broadcasting regulations which call for definite percentages (from 30 to 48) of Canadian talent and Canadian origination in all programs broadcast by Canadian stations.

CANADA

The CAB brief charged that this "sets up a glittering general target designed to gain quick approval."

The CAB, representing 119 independent broadcast stations out of a total of 139 non-government stations in Canada, charged CBC with using impractical controls to cover up its own shortcomings in developing Canadian material.

Purpose and intent of the proposed control dealing with original Canadian production are generally misunderstood. Terms do not specify the use of talent, only material of "original Canadian production."

"The proposed controls," the brief points out, "establish absolute governmental power over all material published by broadcast in Canada. This power is reinforced by the absolute power of life and death over any broadcasting station and places an administrative tribunal, the CBC, in the position where it has the power to compete and to legislate, to act as prosecutor, judge, jury and executioner with no right of appeal."

The CAB asked for democratic regulation and court enforcement by independent judges with right of appeal to insure impartiality and correction of judicial error.

The CAB brief stated that the "proposed control [over Canadian content] reeks with the narrow and bigoted nationalism thought well dead and buried in the 20th century. If there is any merit in the proposed control, it should not be imposed by an administrative tribunal. It should be part of the law of the land and percentages in it applied to all forms of publication."

The CAB brief dealt in detail with various clauses of the proposed new regulations, and summarized public service performed by Canadian independent broadcasters and their development of Canadian talent and material.

SOUTHWEST VIRGINIA'S *Pioneer* RADIO STATION

To receive the equivalent of
WDBJ Coverage and Penetration
in Roanoke and Western Virginia
you'd have to buy at least
3 other stations!*

WDBJ TOTAL WEEKLY AUDIENCE
Day . . . 110,861 Night . . . 92,186
and 3 or more days and nights
Day . . . . 92,885 Night . . . 67,743
Compare . . . then call . . . Free & Peters, Inc.
* Based on SAMS—1952

WDBJ
Established 1924 • CBS Since 1929
AM • 5000 WATTS • 960 KC
FM • 41,000 WATTS • 94.9 MC
ROANOKE, VA.
Owned and Operated by the TIMES-WORLD CORPORATION
FREE & PETERS, INC., *National Representatives*

IN THE 75th MARKET
– TEXAS' 5th
EL PASO

Bank clearings for '52 were up 12%, nearly $200,000,000 over the previous year. Obviously, the 110,250 radio families (15% more people than ever recorded here before) are spending more money than ever, speaking well for the prosperity of this community.

See Avery-Knodel for complete details

THE MOST POWERFUL STATION IS
KEPO
ABC at 690 10 kw

"Since going on the air we have enjoyed the
BEST INCREASE IN (*) SALES
since we started handling this product"

This quote is from a letter by one of the local merchants who are using an *all-time record volume of advertising on WSYR.* These are the people who really know what keeps the cash registers ringing. You can profit by their experience.

** Name of product and copy of letter on request.*

Write, Wire, Phone or Ask Headley-Reed

WSYR SYRACUSE
NBC Affiliate
570 KC

Advertisers

D. M. Gray and **John J. Oakson,** Hallmark Greeting Card Co., Kansas City, Mo., appointed sales and advertising manager, respectively.

John B. Gilbert, sales department, Zellerbach Paper Co., S. F., promoted to general sales manager.

William R. Knapp, president of Pacific Brewing & Malting Co. (Wieland's beer), S. F., appointed West Coast resident manager of Falstaff Brewing Corp., St. Louis, which recently purchased former firm. **Edward J. Held,** Falstaff's southern and southwestern advertising representative, transfers to S. F. as Pacific Coast divisional advertising manager.

Willard C. Mackey and **John G. Weaver,** advertising executives, Swift & Co., Chicago, to Gaines dog food div., General Foods Corp., Kankakee, Ill., and Crosley Div., Avco Mfg. Corp., Cincinnati, respectively. Mr. Weaver will manage advertising and sales promotion for radio-TV.

Harold F. Griswold, advertising department, Hawaiian Pineapple Co. (Dole products), S. F., promoted to assistant advertising manager.

Agencies

Don McGee, Campbell-Mithun Inc., Chicago, to Dancer-Fitzgerald-McDougall Inc., S. F., as vice president in charge of Sperry Div. account of General Mills.

Frederick N. Polangin to Fuller & Smith & Ross, N. Y., as senior account executive supervising radio-TV division of Westinghouse account.

Mr. Polangin

Kirby Katz, associate creative director of W. Earl Bothwell Inc., to Lamb & Keen, Phila., in creative and executive capacity.

Sam Hollis, art director, Foote, Cone & Belding, S. F., to Guild, Bascom & Bonfigli, that city, in same capacity. He succeeds **Cliff Spooner,** who opens own advertising art studios at 353 Kearny St., S. F.

Fred Maine, assistant copy chief of Morey, Humm & Johnstone, N. Y., appointed copy chief.

William O. Merritt, sales manager, Dynamometer Div., Clayton Mfg. Co., L. A., to Dozier, Eastman & Co., that city, as account executive.

Homer Groening, discharged from military service, returns to Botsford, Constantine & Gardner, Portland, Ore., as head of creative department.

Carl Falkenhainer, national director of store development, Rexall Drug Co., L. A., to Robert C. Culbertson Adv., Beverly Hills, as director of plans and merchandising.

J. J. Westerman, R. C. Karsted and **W. H. Henri** promoted to account executives at Henri, Hurst & McDonald, Chicago. Other changes: **R. A. Talpas,** assistant account executive; **J. B. Probst,** executive service manager; **George Ross,** service manager; **Lloyd G. Whowell,** senior production manager, and **H. H. Cobb,** junior production manager.

Garth B. Jones, advertising assistant, Security-First National Bank, L. A., to Beaumont & Hohman Inc., that city, in copy, contact and merchandising capacities.

Abbott Kimball, board chairman, Abbott Kimball Co. of Calif., L. A., elected president. **Robert W. Boone** and **Hugo Scheibner,** both account executives, elected vice presidents.

Lester A. Friedman, copy director, and **Robert G. Debnam,** account executive, Brisacher, Wheeler & Staff Inc., S. F., elected vice presidents. **William H. Gantt,** checking department, promoted to assistant production manager.

Jack W. Goldman appointed comptroller of W. S. Roberts Adv., Phila.

Esther Hall, food editor, *San Francisco Chronicle,* to J. Walter Thompson Co., that city, as publicity director. She succeeds **Anne Director,** who resigns to free lance.

L. Jeanne Hankins and **Scott H. Verner** to copy departments, John Falkner Arndt & Co., Phila.

John M. Stratton, account executive, Gardner Adv. Co., St. Louis, to Ruthrauff & Ryan, Hollywood, in same capacity.

Charles R. Curtis, assistant production manager, West-Marquis Inc., L. A., promoted to production manager of agency's fashion arts div. He is succeeded by **William McCauley.**

Frank J. Chipperfield, formerly with Hewitt, Ogilvy, Benson & Mather Inc., N. Y., to the Joseph Katz Co., Baltimore, as director of media.

Frank E. Duggan, Tim Morrow Agency, Chicago, resigns to establish own agency at 307 N. Michigan Ave., same city.

Winston O'Keefe, formerly with Ruthrauff & Ryan, N. Y., to Fuller & Smith & Ross, that city, as production supervisor for new Westinghouse show, *Freedom Rings,* which starts March 3 on CBS-TV.

Arthur Langton to Darwin H. Clark Co., L. A., as account executive and technical writer.

Edwin J. Heaney, Socony-Vacuum Oil Co., to Morey, Humm & Johnstone, N. Y., in merchandising department.

John Gilbert Craig Adv., Wilmington, Del., elected to membership in American Assn. of Adv. Agencies.

Lynn H. Hall, advertising department, Hyster Co., Portland, Ore., to Foote, Cone & Belding, that city, as production manager.

Paul Jones & Assoc., L. A., moves to 4622 Wilshire Blvd. Telephone is Webster 3-5779.

Bozell & Jacobs, Chicago, moves to larger quarters at 205 N. LaSalle St.

Charles Bowes, Hollywood manager, Ruthrauff & Ryan Inc., has opened **Charles Bowes Adv.,** 548 S. Figueroa St., L. A.

Ewell & Thurber Assoc., N. Y., relocates at 270 Park Ave., same city. **John A. Thomas,** BBDO, N. J., to E&T as director of radio-TV. **Lawson Paynter,** TV copy chief, Erwin, Wasey & Co., to E&T as manager of radio-TV production.

Stations

Harold P. See, director of TV, KRON-TV San Francisco, promoted to station manager.

Donald Cromberg, sales staff, WAAF Chicago, to Chicago sales staff, WOR New York.

Hal Froelich, Adam J. Young Jr. Inc., to

XUM

WTV[illegible] (TV) Rockford, Ill., as sales manager.

Peter Wood, Juneau, Alaska real estate broker, and **Francis T. King,** sales promotion manager, KIKI Honolulu, to KONA-TV same city, as account executives. **Bun Clapperton** appointed director of local sales at KONA-TV.

Walter C. Johnson, assistant general manager and sales manager, WTIC - AM - FM Hartford, Conn., elected secretary of Travelers Bcstg. Service Corp., licensee of stations.

Mr. Johnson

Bob Sinnett, WEEI Boston sales staff, assigned to station's national spot accounts.

Sidney H. Tear, general manager, WCFV Clifton Forge, Va., to production staff, WROV-AM-FM Roanoke, Va.

Wilson Edwards and **Norman Kay,** account executives, KSDO San Diego, promoted to assistant manager and sales manager, respectively.

Paul H. Martin, national sales manager KFXM San Bernardino, Calif., appointed general manager there. **Ed Lytle** added to staff as account executive.

Virginia Sears to sales staff, KFKA Greeley, Col.

Dave Bigley, announcer-disc jockey, promoted to commercial manager, KFJI Klamath Falls, Ore.

Thomas D. Rishworth, coordinator of radio-TV, U. of Texas, and formerly director of public service programs for NBC, to KGW Portland, Ore., as director of public affairs and education.

Mr. Rishworth

Gene Myers, sales manager, WTAM Cleveland, to WTVN (TV) same city, as merchandising manager.

Frank Hunt, advertising and sales promotion manager, Reinhard Bros., Minneapolis (electrical appliance distributors), and **Tom Morris,** Bozell & Jacobs, same city, to KSTP Minneapolis-St. Paul, as account executives. **Dick King,** sales staff, WLOL Minneapolis, to KSTP-TV as account executive.

James D. Shouse, chairman of the board, Crosley Bcstg. Corp., elected president of Cincinnati Chamber of Commerce.

James F. Murray, manager, KQV Pittsburgh, presented with award on behalf of station "for meritorious service in the promotion of Pennsylvania Week." Citation was given by Gov. John S. Fine.

Robert O. Reynolds, vice president and general manager, KMPC Hollywood, re-elected president of Boys Club, that city.

Don Kellett, executive assistant to **Roger W. Clipp,** general manager of WFIL-AM-TV Philadelphia, resigns to become president and general manager of new Baltimore team in National Professional Football League.

Max Leon, president, WDAS Philadelphia, named chairman of program and entertainment committee of Golden Slipper Square Club.

Beverly Brown, program director, WNOE New Orleans, resigns to open own producing-directing office in New Orleans.

Eugene Eubanks, producer, WBBM Chicago, appointed assistant program director. **Al Bland** continues as program director.

Jack Redus returns to KFKA Greeley, Col., as program director after six-month hospitalization. **Fred Clark** added to announcing-engineering staff.

Russ Landers, film director, Crosley Bcstg. Corp., Cincinnati, to KECA-TV Los Angeles, in same capacity.

Chris Mack returns to WNAX Yankton, S. D., as farm service director after six-month leave of absence in Europe as radio consultant with Mutual Security Agency. **Clifton Todd,** chief engineer at station, appointed Admiral in "Great Navy of State of Nebraska" by Gov. Val Peterson.

Richard Gourley, promotion manager, WSPD-AM-TV Toledo, resigns to become advertising consultant.

Clete Roberts, news commentator, returns to KLAC-TV Hollywood after two years of world travel.

Steve Evans, formerly with KRUL Corvallis, Ore., to staff of WLDY Ladysmith, Wis.

Robert R. Flanagan, WQAN Scranton, Pa., promoted to merchandising director. **Jack Guinan,** sports director there, adds duties of program director.

Bill Scott, CFOS Owen Sound, to CHUB Nanaimo, B. C., on announcing staff. **John Thompson** to latter station as continuity editor and **Joy Randerson** added to staff as librarian.

Dave Robinson, WFMD Frederick, Md., to staff of WSAZ Huntington, W. Va. **Pete Mathews,** WOWO Ft. Wayne, Ind., to WSAZ-AM-TV as m.c.

Norman Larson, continuity editor, KBTV (TV) Denver, Col., promoted to publicity director.

Wes Adams, appointed sports and farm editor, WCHN Norwich, N. Y. **Frank Stuart,** WOLF Syracuse, to WCHN as news editor.

Joanne C. Taylor, Foote, Cone & Belding Inc., L. A., to Hollywood accounting office of KBIG Avalon.

Bruce Eagon, farm editor of KOTV (TV) Tulsa, presented with Lay Conservationist award by Oklahoma Assn. of Soil Conservation.

Christine Cartwright, WCCM Lawrence, Mass., fashion editor, elected president of Merrimack Valley League of Fashions.

Mike Roy, cooking expert, KLAC-TV Hollywood, father of boy, Mike, Jan. 16.

Dick Sherbahn, WLAN Lancaster, Pa. disc jockey, father of boy, Stephen Thomas, Jan. 11.

Bob Graham, announcer, WPTZ (TV) Philadelphia, and **Ginny Brown Graham,** TV personality, parents of girl, Janice Kay.

Kevin Kennedy, WPIX (TV) New York newscaster, father of girl, Jan. 11.

Edward G. Murray, film buyer, WPTZ (TV)

. . . Still Going

A coffee account, using KGW, increased sales in this area 42 per cent.

FOR SALES RESULTS USE KGW

Economical and efficient medium for covering the mass market.

KGW

on the efficient 620 frequency

PORTLAND, OREGON

REPRESENTED NATIONALLY BY EDWARD PETRY, INC.

AFFILIATED WITH NBC

ICE HOCKEY IS HOT STUFF IN JOHNSTOWN, PENNA!

COACH WALLY KILREA

Featured on his own show each week, the colorful coach of the LEAGUE CHAMPION *Johnstown Jets* is TOPS with Sports Fans.

The Wally Kilrea Show is another example of the Personality-Packed-Programs

on Johnstown's First Station!

WARD

CBS RADIO NETWORK

WEED & CO., Representative

Philadelphia, and Merrie Roberta Donnelly, were married Jan. 24.

Warner Moore, account executive, WICC-TV Bridgeport, and **Mary Ann Elliott,** TV department, Al Paul Lefton Co., Phila., have announced their engagement.

Elliot Weisman, production staff, WICC-TV Bridgeport, and Marilyn Sirkis have announced their engagement.

Edward J. Devenney, merchandising director, WFIL Philadelphia, and Mary C. Letteriello were married Jan. 24.

Representatives

Junius J. Zolp, NBC sales staff, to Edward Petry & Co., Chicago, on TV sales staff.

Robert Meeker Assoc. appointed national representative for KSJV Sanger, Calif.

Weed & Co., N. Y., appointed national representative for KTNT-TV Tacoma, Wash., KTTS-TV Springfield, Mo., WTVO (TV) Rockford, Ill., and KIMA-TV Yakima, Wash.

Dean Milburn, account executive, Free & Peters Inc., Chicago, to Ft. Worth office as manager, replacing **Joseph W. Evans,** who has resigned.

James Brown, vice president and Chicago manager of Forjoe & Co., father of boy, William Terrence, Jan. 19.

Networks

Ned Hullinger, manager of ABC Western Div. station relations, transfers to network's New York station relations staff effective Feb. 16.

David R. Showalter, assistant manager and director of public relations, National Safety Council, L. A. Chapter, to Columbia Pacific Radio Network and KNX Hollywood, as director of public affairs. He succeeds **Bill Whitley,** now news director, CTPN and KNXT (TV) Hollywood.

Mr. Showalter

J. D. Parker returns to CBS engineering department after tour of duty in Air Force.

Linus Travers, executive vice president and general manager, Yankee Network, Boston, presented with award from Combined Jewish Appeal for "outstanding cooperation."

Robert Dunne, attorney with RKO Radio Pictures, to legal staff of CBS Radio.

Francis X. Zuzulo, director of press information, MBS New York, named to 1953 radio committee of Arthritis and Rheumatism Foundation for $5 million fund-raising drive.

Garry Moore, CBS-TV star, named national chairman of Heart Fund Television Entertainment Committee in connection with $10 million fund-raising drive to be conducted during February by American Heart Assn. and affiliates.

Bob Garred, newscaster, ABC Radio Western Div., named chairman of 1953 Girl Scouts Cookie Drive by Los Angeles Council.

Roy Rogers and Dale Evans, stars of NBC-AM-TV *Roy Rogers,* presented with awards of merit for contribution to safety by National Safety Council, L. A. chapter.

Robert Bailey, star of Mutual-Don Lee *Let George Do It,* assigned role in Matthugh Production feature film, "No Escape."

Willard Waterman, star of NBC radio *The Great Gildersleeve,* assigned role in Universal-International feature film, "It Happens Every Thursday."

Ray Heatherton, star on *Merry Mailman* on WOR-AM-TV New York, presented with Americanism citation by Bronx County division of American Legion for "outstanding work and accomplishment in the field of child welfare."

Lucille Ball and **Desi Arnaz,** stars of CBS-TV's *I Love Lucy,* parents of boy, Desiderio Alberto IV, Jan. 19.

Equipment

Paul Dye, manager of distribution of Admiral Corp., Chicago, named firm's general sales manager.

Richard S. Perkins, president of the City Bank Farmers Trust Co., N. Y., elected to board of directors of IT&T.

Charles O. Lilley appointed operations manager of Atlanta branch, Crosley distributing div., Avco Mfg. Corp., Cincinnati.

Allen B. DuMont, president of Allen B. DuMont Labs., honored at annual dinner of radio, television and appliance div. for State of Israel Bonds on Jan. 22 at Savoy Plaza Hotel, N. Y.

Rickey Barr, account executive, Foote, Cone & Belding Inc., L. A., to Hoffman Radio Corp., that city, as member of advertising department.

Walter E. Peek, sales manager of resistor div., P. R. Mallory Co., to Centralab, div. of Globe-Union Inc., Milwaukee, as sales manager of mechanical electronic products section.

Walter Lefebre, district sales manager of radio and television division, Sylvania Electric Products Inc., appointed director of new television market development.

Mr. Lefebre

Ray Robinson, Philco Corp., to Jerrold Electronics Corp., Phila., as general manager.

Ralph E. Niedringhaus elected president of Sylvania Electric (Canada) Ltd., Drummondville. Other officers elected are: **W. Benton Harrison,** treasurer; **William B. O'Keefe,** vice president in charge of manufacturing, and **Guy Therien,** secretary.

Penn Boiler & Burner Mfg. Corp., Lancaster, Pa., has published folder on Penn telescoping towers and standard teletowers. Engineering data is available on separate sheet.

Emerson-New Jersey Inc., Newark, N. J., appointed distributor of Reliatron electronic tubes by Westinghouse Electronic Tube Div., Elmira, N. Y. Territory covers Essex County area.

Kaye-Halbert Corp., Culver City, Calif., announces production of new TV camera identified as Cyclops similar in size to 16mm motion picture camera.

Ward Products Corp., Cleveland, announces manufacture of Jazz Trombone uhf antenna, Model TV-180, designed to convert existing vhf antenna installations to cover uhf.

Insuline Corp. of America, Long Island City, N. Y., announces production of open-face relay rack designed to take 19-inch panels. Rack bearing catalog number 3913 is intended for radio transmitters and transmitter-receiver combinations and tape or wire recorders.

Workshop Associates Div., Gabriel Co., Norwood, Mass., announces publication of new catalog listing over 100 different parabolic reflectors. Mechanical dimensions and specifications are given for all models.

Radio Tube Div., Sylvania Electric Products Inc., announces production of new miniature nine-pin, triode-pentode receiving tube termed 6Z8. Unit is designed primarily for service in FM and TV receivers as oscillator mixer.

Hudson Radio & Television Corp., N. Y., has published new catalog on high fidelity sound reproducing equipment supplying information on standard equipment used to achieve reproduction of broadcast and recorded music through use of separate components.

Services

William R. Baker, press relations manager of General Foods Corp., N. Y., to Selvage, Lee & Chase, N. Y., public relations firm.

Lillian L. Shapiro, former advertising manager of Longines-Wittnauer Watch Co., to Schepp-Reiner Co., N. Y., merchandising consultants to radio and TV stations and agencies, in executive capacity as advertising and promotion consultant and merchandising associate.

GATES
QUINCY, ILLINOIS.
YOUR ONE SOURCE
FOR ALL BROADCASTING EQUIPMENT NEEDS
THESE OFFICES TO SERVE YOU
QUINCY, ILL. . . . . TEL. 8202
HOUSTON, TEXAS . . . . . TEL. ATWOOD 8536
WASHINGTON, D. C. . . TEL. METROPOLITAN 8-0522
MONTREAL, QUE. . . . . TEL. ATLANTIC 9441
NEW YORK CITY . . . . . TEL. MURRAY HILL 9-0200

BROADCASTING TELECASTING

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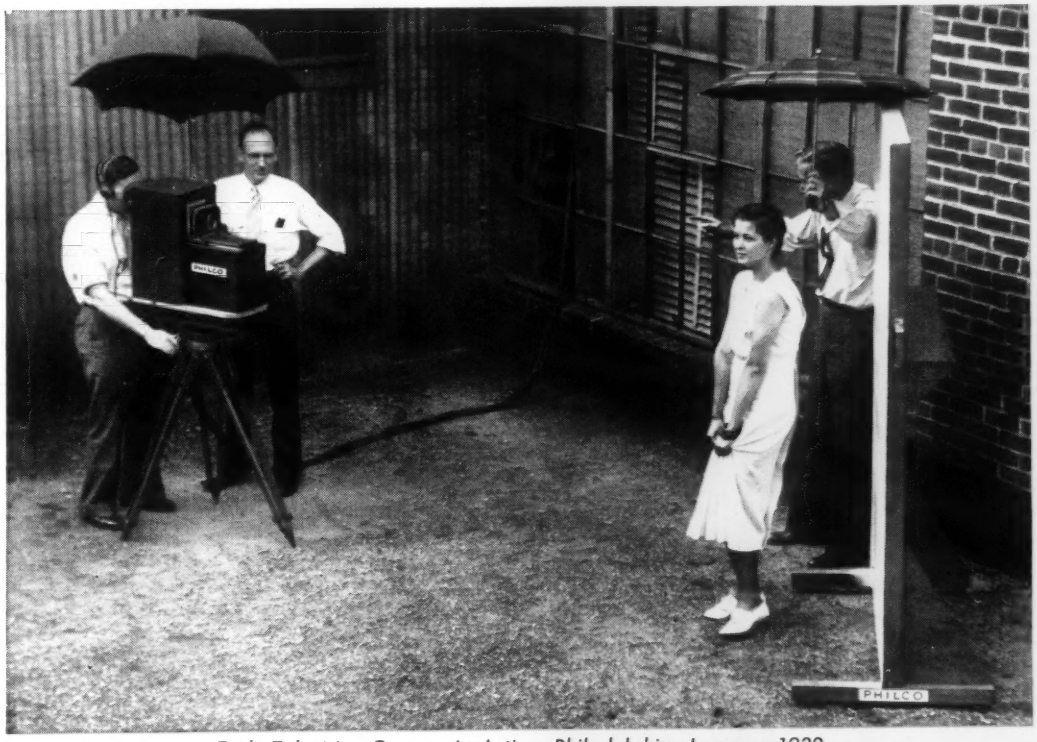


Early Television Camera in Action, Philadelphia, January, 1932

WPTZ, PHILADELPHIA . . .

One of America's Great Television Stations, now in its 21st year on the air!

Yes, as far back as January, 1932, Philco and WPTZ—then known as W3XE—were active in television. In 1941, the year the FCC first granted commercial licenses to television stations, WPTZ began commercial operation.

Now, in January, 1953, WPTZ is still Philadelphia's First Television Station.

Down through the past twenty-one years people in Philadelphia knew about television, watched it over WPTZ. Most of today's set owners saw their first TV show on WPTZ. Their first fight . . . first ball game . . . first drama . . . first political convention.

Today, with its exclusive line-up of NBC stars and shows, its many high rated local programs, its strong hold on its viewing audience, there's little wonder that WPTZ is First in Philadelphia.

For complete details on WPTZ, give us a call here in Philadelphia, or see your nearest NBC Spot Sales representative.

In Philadelphia people watch WPTZ more than any other television station!*

*ARB

WPTZ

NBC-TV AFFILIATE

1600 Architects Building, Phila. 3, Pa.
Phone LOcust 4-5500 or NBC Spot Sales

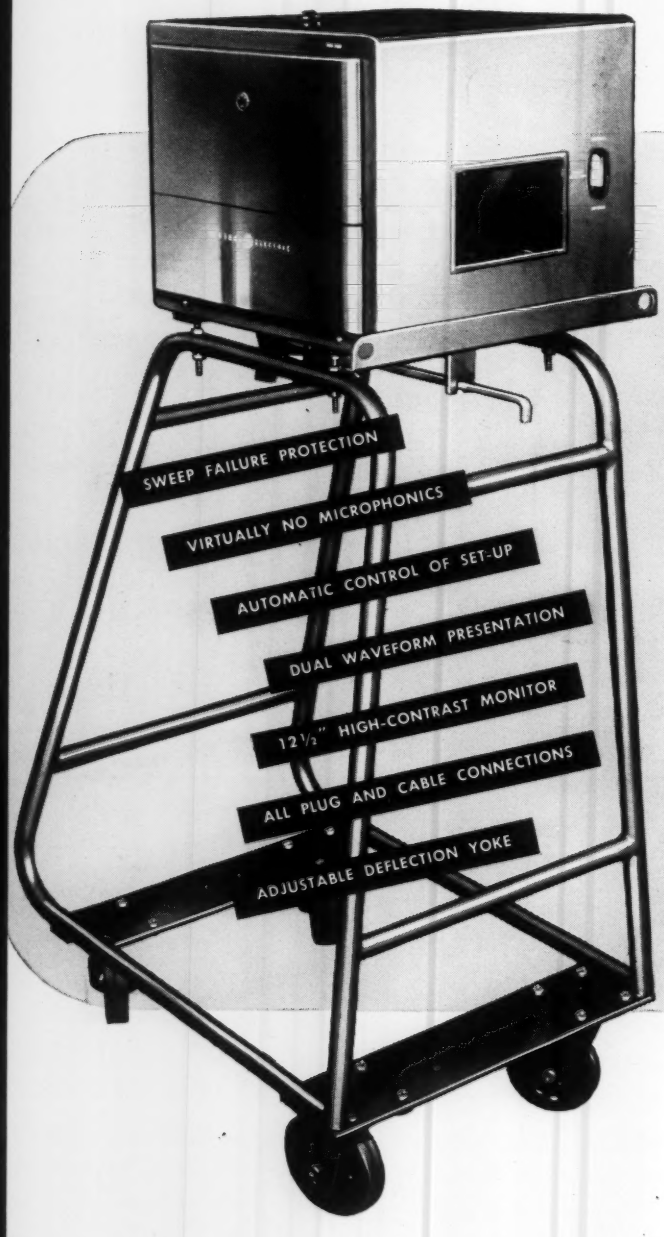
XUM

JOAN DAVIS, G-E star of "I Married Joan" on NBC-TV

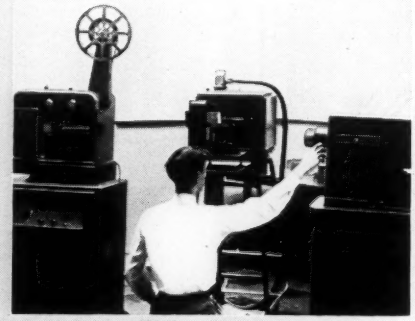
G-E Film Camera Channel

Improperly designed film camera channel

Compare G-E Film Camera Channel Performance

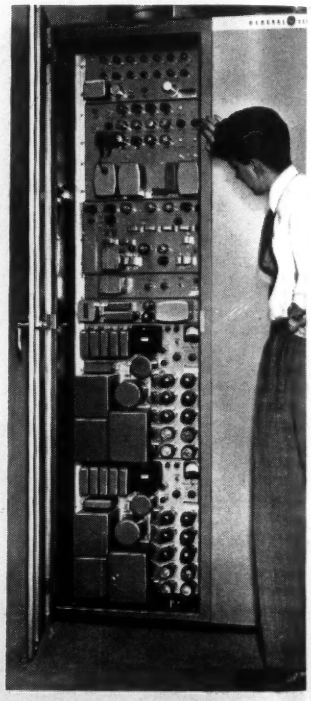


Complete Television Equipment for VHF and UHF



MORE DEPENDABLE! Automatic set-up control to maintain proper background without continual re-adjustment by operator.

MORE VERSATILE! Fits any TV system or projector. Outstanding new design delivers resolution and picture quality unsurpassed in the industry today!



MORE ECONOMICAL! New design reduces interconnections between units. Heat and microphonics at monitor are eliminated by removing all signal channel tubes from monitor console.

See a G-E Film Camera Channel in operation and you'll discover for yourself its stand-out performance over any other film camera channel on the market. It delivers a clear, sharp picture signal. High intensity projection type edge-lights greatly reduce shading and hard-on-the-eyes edge-flare. The film camera channel is the heart of your station's operation... nearly all your money-making commercials depend on its top performance. Insist on a G-E Film Camera Channel! Write for complete information to *General Electric Co., Section 213-26, Electronics Park, Syracuse, N. Y.*

GENERAL ELECTRIC

XUM

In last week's issue, Martin Stone, producer of "Howdy Doody," "Author Meets the Critics" and other programs, pleaded the case for live television which, he wrote, was "to plead the cause of television itself." Here is the second part of this two-part series on the film vs. live controversy.

the case for FILMED television

By John L. Sinn

FILMED television has certainly justified the high expectations held for it by so many people a few years ago.

And why is filmed television so important and still growing in importance? Because film is technically, artistically and economically indigenous to television.

Two Sundays ago over WNBT (TV) New York the latest Ziv TV program, *Favorite Story*, premiered with a dramatization of Tolstoy's "How Much Land Does a Man Need." It's a great story.

The exciting climax shows the farmer, half-crazed with lust for land, running madly across fields and up and down hills because he has been promised for himself all the land he can cover in one day. Tolstoy's answer to the title is "six feet" because the peasant kills himself through exhaustion after running unceasingly from sunrise to sunset.

Obviously only film could tell this story if quality and realism are to be maintained.

Location Shooting

In the making of *Favorite Story*, we have sent our star, Adolphe Menjou, and a full production crew into the desert, the mountains, the seashore, even as far as Europe, to film some scenes and plays for the series —not because we couldn't have provided proper sets or process shots in the studio, but because it just seemed more desirable and creatively more honest to shoot on the actual locations called for in the original stories. This is how film gives scope and breadth to TV drama and lets fresh air into its stories.

In addition to its unlimited scope, there are other good reasons why so many fine and important performers and writers swear allegiance to film: Its freedom from stopwatch phobia, its capability of capturing creativeness at its most desirable and rarest level, its ease of performance, the delicate and wonderful illusions it can create, the intellectual freedom it provides and its precious preservation of the unrepeatable.

If television is to grow as an art form, it must have many facets of expression—it must relay news and special events, portray drama and comedy, teach, amuse and inspire. But of all these, a good case for live television can only be made for news and special events—all the rest can be done better on film. And is there anyone who will claim that television's coverage of daily news has more than scratched the surface? Political conventions, inaugurations, hearings, yes—for these, live television should not be replaced. But for all other television, films provide a more artistic and yet a more practical medium.

But even in the field of news and special events film plays an important part by repeating the event for those who were unable to watch it live and also by preserving it. Otherwise, this great medium, this electronic marvel, has no more permanence than the tales and fables passed on by prehistoric father to his hairy son.

IT'S hard to gallop a horse through a studio. Ziv shot this scene from "How Much Land Does a Man Need" on location, to obtain the realism Mr. Sinn says only film can provide.

One of the tragedies of live television, both from an artistic and commercial standpoint, is its short life. One performance and all that's left is the script and the memories of those who saw it. All the work and creating and effort, gone up the chimney, like a puff of smoke. But what about those who missed it? That they should not be deprived of seeing it is proved by the fact that filmed series, on second and third runs, often score higher ratings than on the first showing.

You might even say that filmed television drama is more natural than live because while performing for the film camera rather than the live camera, actors are not beset by and haunted by that old devil, stopwatch, that keeps ticking inexorably on, replacing freedom and sweep of interpretation with the inescapable thought, "I must be on time!" On live TV, an actor cannot allow himself a little deeper or broader reading of a line than he gave in rehearsal, or a new motion or gesture or anything that might add even three seconds to the scene. There is no time for the director to allow the camera to stay longer on a scene than it is scheduled for; no time for anything except that which has been measured out like a gridiron with a white stripe every 10 yards and a gun fired every 15 minutes.

To refer again to "How Much Land Does a Man Need," one scene is set at sunrise. The time of day is very important to the story and must be immediately recognizable. Because we did not have to compromise with rear-screen projection or dubious sub-

stitutes of other sorts, we shot the scene at sunrise and the results have been highly praised by critics.

On film it is possible to create a mood and capture it forever. Filmed television permits, even invites and inspires, a calm and ease of creation and performance.

On film, producers can create great illusions. Because of film's great freedom, audiences can be transported out of the humdrum and routine by being shown plays that, again, could not be done live.

Television is too big a medium, with too great a potential, with too important a mission in entertainment, business and culture, to limp along on one leg.

On the economic side, film is equally important. Television will never be all-network. With film—and *only* with film—hundreds of stations and thousands of advertising agencies and sponsors will be able to secure high quality programming written by top writers and featuring top performers. For these stations, agencies and sponsors, film is an economic must. Without it, television is only for a handful of the nation's largest advertisers. Obviously, the welfare of the television industry demands full participation at the local and regional levels as well.

ABOUT THE AUTHOR

Mr. Sinn has been president of Ziv Television Programs Inc. for five years. Before that he was executive vice president of Frederic W. Ziv Co., producers and distributors of transcribed radio shows. Among Ziv TV productions are *Your TV Theatre, The Cisco Kid, Sports Album, Yesterday's Newsreel, The Unexpected, Boston Blackie,* in addition to *Favorite Story,* which is described in the article.

From a technical standpoint it's just a matter of how much trouble you are willing to go to to produce high-quality film. Audiences don't know or care whether they're watching such film or live TV. After all, the basic yardstick is that a program either holds the excited interest—or even just the interest—of the audience, or it fails of purpose.

The play's the thing or the script's the thing. However you say it, the requirement is entertainment or stimulation or education or inspiration or whatever you are trying to do with the minds and feelings of the audience.

Sometimes it'll be done live, sometimes on film. But there are writers, actors, skilled technicians, advertising agencies, stations and sponsors who will contribute to the ever-growing miracle that is television only through the medium of film.

How Norge increases its dealers' sales with . . .

breakfast at benson's

"IT'S Saturday morning in Lansing and Norge invites you to *Breakfast at Benson's.*"

This familiar greeting, heard on WJIM Lansing, ushers in a half-hour breakfast-club program which has been building Norge sales ever since the first week it was put on the air.

Similar formats have worked equally well in five other Michigan cities. *Breakfast at Harry's* on WTCM Traverse City for Harry's Service Center there; *Breakfast at Gee's* on WHTC Holland for Gee's Electric Co.; *Breakfast at Comstock's* on WLAV Grand Rapids for Comstock's; *Breakfast at Wally's* on WMTV Manistee for Wally's Radio, *Breakfast at Lyle's* on WATT Cadillac for Lyle Smith Appliances.

An audience-participation program, this type of show draws capacity "studio" audiences from wherever it is aired, in addition to its multitudinous radio listeners, it is noted.

An indication of the program's selling power may be found in the fact that Benson's and the Norge distributors have just signed a 52-week contract with WJIM.

Benson's is one of Lansing's newer businesses but also one of its largest, being a five-story shopping center. WJIM airs the show from Benson's appliance department. Co-sponsored by Norge, the show promotes only that firm's appliances.

Mailing Lists

The store benefits both by having new shoppers, who are attracted by radio, come to the premises Saturdays, and by obtaining a mailing list from cards that breakfast clubbers fill out.

Before each broadcast, the dealer clears the center of his display floor and sets up tables on which coffee and doughnuts are served. He places the Norge appliances he is featuring near microphones for prominence.

During the half hour prior to air time, visitors are welcomed by the dealer and asked to register on a perforated card. These cards supply the dealer with the potential customer's name, address and the age of the visitor's electric appliances.

The half-hour show is built around audience participation in gags, skits, chatter, prize contests and other entertainment.

WJIM brings the radio audience, as well as the "studio" audience, into the act. This is accomplished by making listeners eligible for some of the prizes. For example, one game has a studio guest pitted against a phone-participant.

Another stunt used is to reward the first radio listeners to come into the store and correctly repeat the Norge slogan of that day. If no one in the studio has the correct answer to a particular question, the competition often is opened to the radio audience.

Harold F. Gross, president, WJIM-AM-TV, recalled that "during July and August, usually considered 'dog months' radio-advertising-wise, the show was new and going through its trial period.

"Yet it was highly successful and never failed to draw capacity crowds," Mr. Gross said. "As the fall season came on, the program's popularity was well-established."

Breakfast Is Served

For WJIM, audience enthusiasm is built by Howard Finch, m. c., and his co-entertainer, Earl Parchman, during the half-hour warm-up period. Breakfast is served during this time by a local restaurant in exchange for a spot announcement during the show.

Prizes, contributed by Benson's, range from cook books to orchids to electric mixers.

As many as 18 prizes per show are awarded by the show's producer and C. Wayne Wright, WJIM account executive.

After each broadcast, dealers analyze the registration cards for follow-through promotion. They can deduce from the age or lack of appliances listed, the product in which the registrant may be most interested.

The dealer mails a "Norge Bonus Bond" to each registrant. This bond, good for 30 days, contains three coupons, bearing different amounts to be applied toward purchases of Norge appliances.

Archie Rotan, manager and principal stockholder of Benson's, enthusiastically attests that the radio program has increased appliance sales tremendously.

Distributors Own Shows

In each city, the distributor owns the show and has 52-week option on it. If a dealer drops out, the distributor is able to offer the program to another dealer in the same territory.

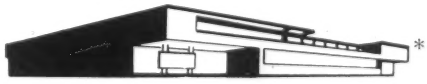
The radio station supplies the announcer and m. c. and cooperates with the dealer and distributor in advertising the program.

Mr. Gross feels that this is another instance where a local radio show produces a selling-impact unduplicated by the national program. He thinks other radio broadcasters might well take note.

For an NBC documentary . . . the production excellence of a

TV Film a la Kling

Kling studios



*CHICAGO • 601 North Fairbanks Court
HOLLYWOOD • 6650 Sunset Boulevard
NEW YORK • affiliated with Thompson Associates
40 East 51st Street
DETROIT • 1928 Guardian Building

WHEN the National Broadcasting Company undertakes a filmed television documentary series, you can be sure it will be done *right*. NBC made sure by assigning the production of its current half-hour film on Frank Lloyd Wright to Kling Studios.

Kling set designers recreated the architect's study on the sound stage in Kling's Chicago studio, using a photomural made by Kling's technicians at Wright's Taliesin home. While interior shooting was in progress, other Kling crews were filming location shots in Wisconsin and Arizona. Assignments were timetable-controlled so that all processing, cutting and editing of film could be accomplished in quick order at Kling's Chicago studio.

Why not insure the success of *your* television show the way NBC does? Kling serves many of the country's outstanding advertisers with TV film shows and commercials . . . economically produced in our Chicago and Hollywood studios with the modern multi-camera technique.

Kling in Hollywood offers you the artistry, star casting, sets and unlimited facilities of the world's film center, including award-winning animation by our new division, Ray Patin Productions.

Add to this, a highly skilled permanent staff of writers, directors and technicians, and you see why Kling gives you the best in *advertising knowmanship plus Hollywood showmanship.*

Your only single source for

TELEVISION • MOTION PICTURES • SLIDE FILMS • PHOTOGRAPHY • ADVERTISING AND EDITORIAL ART DISPLAYS

Nobody has noticed it, except the happy people who own and run them, but independent radio stations, as a group, are better off today than they were before television. As good an example as any of a go-getting independent station is WITH Baltimore, a 250 watter that keeps right on making money against tough TV and radio competition.

THOSE

IN THE troubled recent years of radio, one positive development has passed largely unnoticed amid the negative reports of declining audiences, advertiser concern over radio values and rate reductions by the national networks.

That fact is that today the independent radio stations, as a group, are better off than they were before television came along.

Since the beginning of 1948, the number of independent stations has increased more than 50%, the number of network affiliates around 3%. The total revenue taken in by both classes of stations has decreased about 2%.

It would seem, on the surface, that these figures indicate declining revenue for both independent and affiliated stations, with the independents, having grown so in numbers, taking the bigger dive. The dollar figures, however, deny the percentages. Network affiliates indeed are taking in less than they did in 1948, but the independents are taking in more.

Official revenue statistics of the FCC, 1948 through 1951, show that in 1948 628 independent stations had total revenue of $67,731,226 and 1,073 network affiliates had $240,355,155. In 1951, revenue was $108,042,458 for 954 independents and $234,601,396 for 1,109 affiliates.*

The downward trend for affiliates and upward trend for independents are more graphically expressed in terms of averages per station, year by year. The following figures were arrived at by dividing total revenue of each of the two classes by the number of stations in each class that year.

In 1948, the average-per-station revenue was $107,852 for independents, $224,002 for affiliates.

In 1949, it was $109,110 for independents, $211,631 for affiliates.

In 1950, it was $112,223 for independents, $208,096 for affiliates.

In 1951, it was $113,252 for independents, $211,543 for affiliates.

The steadily ascending average-per-station revenue for independents has been achieved despite a far more rapidly rising curve of station population.

There were 628 independents in 1948, 803 in 1949, 876 in 1950 and 954 in 1951.

Network affiliate population has not changed much: 1,073 in 1948, 1,074 in 1949, 1,130 in 1950 and 1,109 in 1951.

What obviously happened to the network affiliates was that they were accustomed to operate with a substantial percentage of their total revenue coming from their networks. When network volume dipped and network rate reductions were imposed, they were unable to adjust their revenue from spot and local sources to overcome the loss in network revenue.

The independents, having no history of dependence upon network revenue, went on collecting the rewards of spot and local volumes which continued to increase while national advertisers were growing bearish on network investments.

FCC figures through 1950* show that independents, as a group, made between 78% and 81% of their total time sales to local advertisers, almost all the rest to national and regional spot advertisers, and a smattering to special network deals.

It is the local advertisers who have annually increased their spending on radio far more than national and regional advertisers in recent years. It is, therefore, the independent station that has profited.

Of all the independent stations in the country, a few may take in a bigger gross, some may be more razzle-dazzle, but none can be said to have gotten more out of less than WITH Baltimore.

WITH matches its pipsqueak 250 w (1230 kc) against 1 to 50 kw competition and comes out of the fray with gross time sales that look like this (for fiscal years, Oct. 1-Sept. 30):

1948: $744,968.
1949: $788,025.
1950: $759,670.
1951: $746,246.
1952: $806,652.

The sag in revenue in 1950-51 is not excused by the sudden rise of television. In those years Thomas Garland Tinsley II, president, and Robert Campbell (Jake) Embry, vice president and commercial manager, admit they became so preoccupied with collateral activities, including the operation of the Baltimore Bullets professional basketball team, that they failed to keep their hands on the hypodermic needle they usually make sure is stuck in WITH. The upward swing in sales in 1952 eloquently marks the point at which they relinquished their interest in the Bullets and got back to the station.

THOMAS TINSLEY

ROBERT C. EMBRY

The team that makes WITH tick

Tinsley-Embry Team

Like most bustling enterprises, WITH takes its energetic character from the two men at the top. Mr. Tinsley had already made a successful career as a radio time salesman, including one successful stretch at the improbable function of being a station representative in Baltimore, when he put WITH on the air on March 1, 1941.

Mr. Embry was drafted from WBAL Baltimore, where he had been a general sales representative, in 1943. The Tinsley-Embry team since then has been as indomitable a combination as any in radio.

Since the early days of WITH, the station has adhered to an around-the-clock format of music (mostly recorded or transcribed), news on the hour and sports.

Most of the musical programming avoids extremes. Symphonies get the cold shoulder. Hot jazz is permitted only in the 10 p.m.-1 a.m. period when WITH programs for the 300,000 Negro population in its coverage

FCC reports are complete only through 1951, and official figures for 1952 will not be available until fall of 1953.

FCC figures since 1950 do not break down classes of time sales between affiliated and unaffiliated station groups.

RICHES IN THE INDIES

area and from 1:30-2:30 a.m. when a special jazz classics show is aired. The rest of the time, WITH plays music that anybody can hum or at least tap a foot to.

WITH keeps 25,000 records and transcriptions in its library. The record supply is maintained by an economical arrangement with a local music store. When the station first went on the air, it made a deal with a small music store to provide it with records in exchange for plugs on the air.

The music store has now grown to be the biggest in the city. It still provides WITH with all its records, but the station has drawn ahead in the accounting. The store now buys time, in addition to that which it receives as payment for its records.

The 10 p.m.-1 a.m. jazz show is conducted by Maurice "Hot Rod" Hulburt Jr., a Negro disc jockey celebrated in the South before he joined WITH last year.

Sponsor Talent

The 1:30-2:30 p.m. period that also carries jazz from time to time features an important WITH advertiser. Less than five years ago, an enterprising WITH salesman sold $80 worth of spot announcements to a restauranteur named Harley whose establishment at that time consisted of a counter and six stools. Harley's specialized in the "submarine sandwich," an astonishing creation composed of salami and other meats, onions, a secret sauce and a small loaf of French bread.

The physical changes in Harley's plant have been slight since that time. Financially, however, the investment in radio has been worthwhile. Harley's now does $160,000 business a year—all of it carry-out. By restricting his trade to the transient, Harley was able to do away with seating fixtures altogether and thus cut his capitalization by six stools.

Harley sponsors one-third of WITH's all-night show and frequently appears on the air himself, to describe records which he selects from his large private collection of jazz masterpieces.

Harley's and the music store that supplies WITH with records are two of about 200 local advertisers now using WITH. The gamut of local businesses is represented.

Aside from more commonplace inducements, WITH offers local advertisers a special "strip rate" that, in Mr. Embry's words, gives them "the frequency they need to get results at a price they can afford."

The strip rate is done up in three basic packages, each differing in the frequency per week. Take a quarter-hour program as an example. A local advertiser may buy such a segment three times a week for $85 (time and talent), five times a week for $127 and six times a week for $154.50, in Class A time. The one-time rate for time alone on such a period is $80.

The strip rate is at least partly responsible for the claim that WITH now has more local advertisers on its station than any two other Baltimore stations combined. It has been more or less constant for WITH to get 90% of its revenue from local sources and the other 10% from national spot.

One physical advantage that WITH enjoys over independents in most other markets is that its 250 w signal pretty well covers the entire Baltimore trading area which is uniquely compact. In a 15-mile radius of WITH's transmitter are some 1,300,000 people. The city has been described by Mr. Embry as a "sort of an island of population."

But the happy circumstance that matches the Baltimore trading area to the coverage pattern of a 250w transmitter which was inexpensive to build and relatively easy to maintain is only a fraction of explanation for the station's fancy figures. A bigger explanation can be found in its personnel and operational policies.

WITH functions with a payroll of 48 including Messrs. Tinsley and Embry. It has nine staff announcers, all of whom are entitled to talent fees and whose weekly incomes run from $115 for the newest-comer to about $300 a week for an old hand.

Its six salesmen (not including Mr. Embry) are paid 10% commission on their net sales. With billings what they are at WITH, the salesmen have a chance to earn substantial incomes.

Thirteen engineers and technicians are on the payroll. The 14 other employes not accounted for above perform various administrative and clerical duties.

WITH won't let a copywriter in the door. It insists that advertisers either prepare their own commercials or have agencies prepare them. The station figures that it eliminates costly overhead by refusing to touch copy assignments, and of course, being situated in a large city where numerous agencies exist, it can always find an agency for an advertiser that is without one.

It follows in practice what it advises its own clients to do: All WITH advertising, publicity and promotion is handled by an agency, The Joseph Katz Co. The Katz people see that around Baltimore it is next to impossible to ignore WITH.

At the moment WITH promotion includes panel advertisements on the sides of 350 buses and streetcars, newspaper schedules, several billboards, trailers in 20 theatres, small gifts delivered at the rate of 500 a month by the Welcome Wagons that visit newcomers in the city, and matchbooks distributed at the rate of 4 million a year.

STORY OF AN AFFILIATE

An illuminating peek into the reasons why network affiliates have been hit harder than independents is presented here. This is the report for a recent month's business by an important affiliate of an important network.

In that month the station carried 37 hours and 23 minutes of local commercial programming which brought in an average per-hour revenue of $436.86.

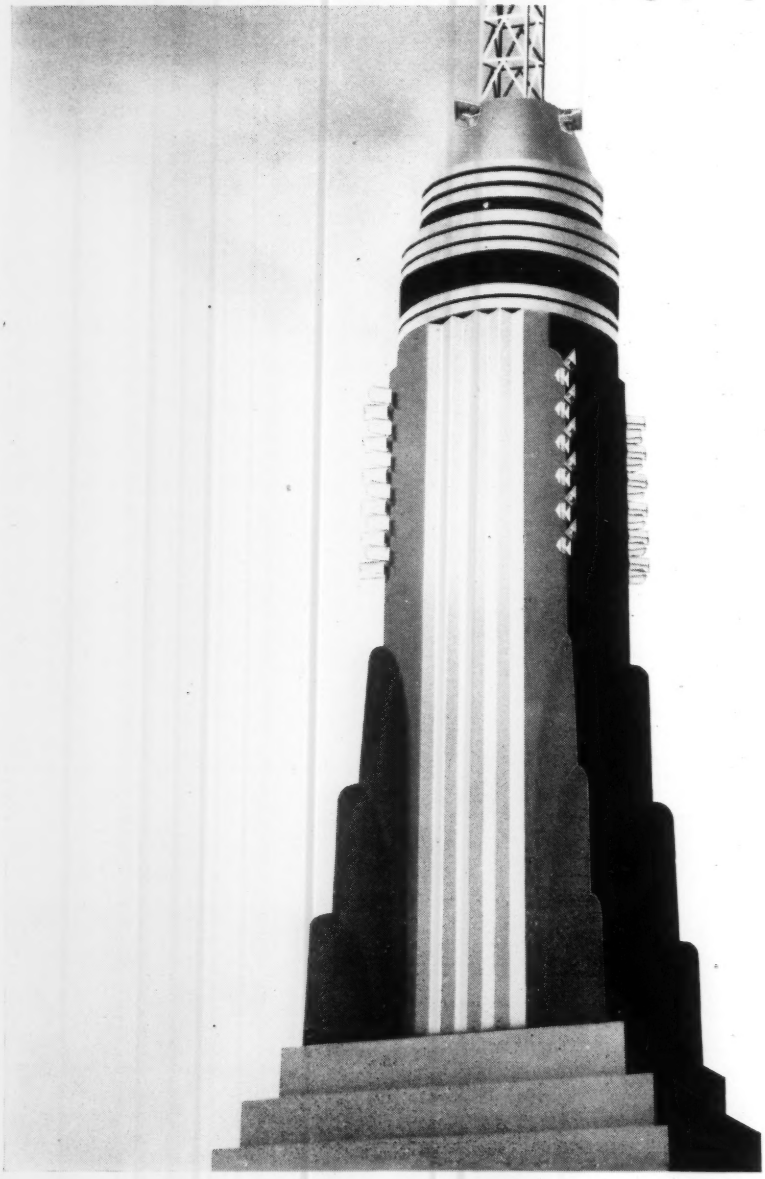
It carried 156 hours and 17 minutes of national spot for an average per-hour revenue of $402.57.

It carried 211 hours and 15 minutes of network commercial time for an average per-hour revenue of $86.22.

Put another way, the category of business that brought the least revenue per hour occupied more than 50% of all commercial time carried by the station.

XUM

ANDREW "SKEW"* ANTENNA for VHF and UHF television



The ANDREW "Skew" Antenna is the *only* antenna which provides a circular radiation pattern from antenna elements placed around a supporting structure which is larger than a half wave-length on a side! With the "Skew" Antenna, it is possible to mount a multiplicity of TV antennas on the sides of tall buildings, on the sides of existing towers — even towers which also support a standard antenna on top. The economy offered by a joint operation of this type is obvious.

At present, the "Skew" Antenna is custom built for each installation and consequently general performance specifications cannot be delineated. However, ANDREW engineers will be glad to discuss its application to specific situations.

*Patents applied for

ANDREW four element "Skew" Antenna on the conical end of the mooring mast of the Empire State building, used as auxiliary by WJZ-TV. Lower on the mooring mast, artist's sketch shows the 48 element ANDREW "Skew" Antenna to be installed for WATV.

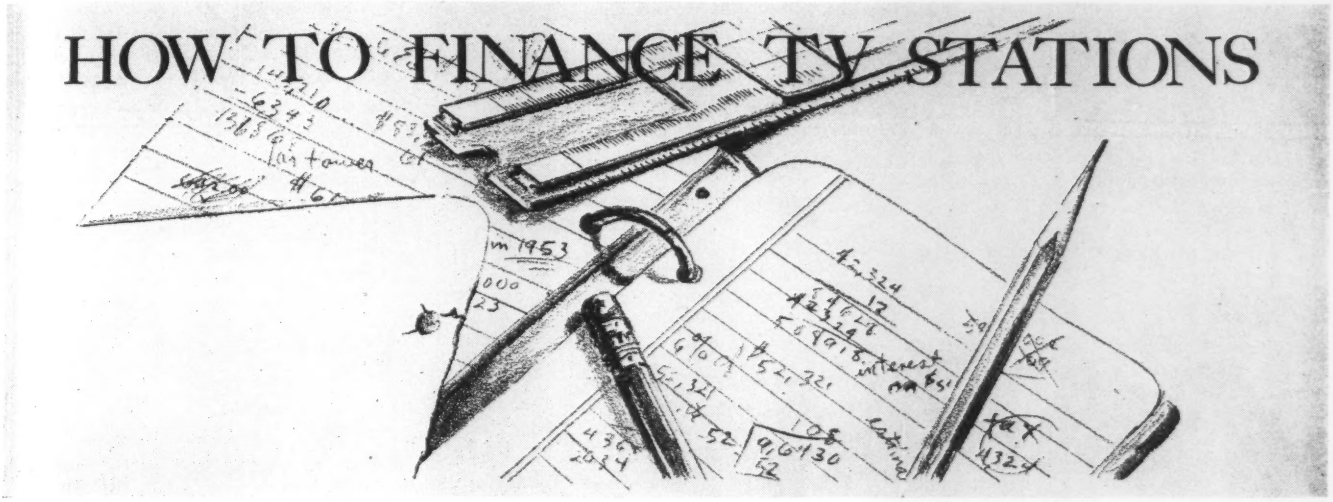
Andrew ANTENNA SPECIALISTS

CORPORATION

363 EAST 75TH STREET, CHICAGO 19

TRANSMISSION LINES FOR AM-FM-TV-MICROWAVE • ANTENNAS • DIRECTIONAL ANTENNA EQUIPMENT • ANTENNA TUNING UNITS • TOWER LIGHTING EQUIPMENT

HOW TO FINANCE TV STATIONS



There's plenty of venture capital available to finance television stations, but to pry it loose is not an easy job. Here an expert suggests how investors and telecasters can get together.

By Dr. Henry H. Buba

IN THE 1930s, an initial stock issue of about $20,000, subscribed to and not always paid for by members of a family or a group of interested local citizens, was sufficient to obtain charter, franchise, license, plant, equipment and working capital to start operations of a medium sized local radio station. In those days, investor and businessmen got together through personal acquaintance and mutual interest to plan and build up a lucrative business in this promising and wonderful venture called Radio.

As we know now, the venture kept its promises, it paid off; its aggregate together with networks, set and station manufacturer, communication and other services developed into the giant: THE RADIO INDUSTRY.

The local radio station was and is of an ideal investment size for a close corporation, for an owner-management operation, with the advantages of fairly informal financial procedures, of easily adjustable tax positions, whereby the doubly taxed dividends can be substituted by management fees and other means, and where the growth of the net worth can, if desired, ultimately be turned into a capital gain.

Required Capital

In the year 1953, an initial stock issue of at least $300,000, subscribed and fully paid for, is required to start the operations of a medium-sized local television station, and another $100,000 would be necessary to provide it with adequate working capital to get over the first two lean years. This means a capitalization of at least $400,000 on a long-term investment basis from two to five years.

It is obvious that only a few prospective television station founders can ask members of their families or their neighbors and friends to stand by with such sums, even though there is no doubt that this new venture—TELEVISION—promises enormous returns.

Where is the money to come from?

When we examine the TV license applications filed with the FCC, we find that a large percentage is submitted by the owners of radio stations. That means that the local radio stations, especially the larger ones, were able to build up enough funds (despite Section 102 of the Revenue Code, which penalizes the excessive accumulation of surplus) and to obtain sufficient personal credit standing to finance the new enterprise without curtailing the current radio station operations.

Other funds are coming from newspaper publishers and networks, and out of resources accumulated by owners or corporations related to the entertainment and advertising fields. Besides, there are the possibilities of obtaining cash through mortgages on TV station premises, installment financing of equipment by the manufacturer, and out of current bank loans on personal credit and holdings, which, together, might provide temporary help to start TV operations on a dangerously thin cash basis with a high interest burden.

ABOUT THE AUTHOR

Henry Buba is president of The Henry Buba Co., New York, which specializes in management services for radio and TV stations (program audits, program consulting, general financing, etc.). He is a veteran of the financial, managerial and market research fields, both as economist, statistician and budget manager for C. E. Hooper Inc. for five years and, before that, as senior auditor for R. G. Rankin & Co. with assignments to Bristol-Myers, International Business Machines, Sears, Roebuck, Woolworth, New York Trust Co., Manufacturers Trust and various investment houses. A CAP, he also holds MA and PhD degrees in economics and market research.

We know now that an established and well-run TV station can expect, conservatively a capital return of 20% and more (before taxes) after it has gotten over its infant ailments. The TV station's break-even point is fairly fixed, it does not go up materially with higher billings, so that the 20% profit margin can be increased considerably through additional sales.

With such a magnificent background of financial experience figures, and with today's record volume of liquid assets owned by individuals, who hold about $160 billion in cash, bank deposits and government securities compared to $45 billion before World War II, it would be strange, indeed, if venture capital were not to try very hard to get in at the ground floor to finance the coming 1,200 or so TV stations.

First Considerations

But before venture captial beats its path to the future TV station, we ought to consider certain points along the route:

1. The future telecaster, a creative individualist by nature and profession, is quite often reared in the thought that he can run a half million or a million dollar enterprise as a close corporation, as a family affair, with simple financing procedures and informal dealings, even though the operation itself will be run with vigorous efficiency. His idea and ideal is to borrow sufficient money through mortgage, personal credit, long-term notes, etc., at a fixed percentage, and to keep the voting stock for himself and his close associates. But if he wants to secure and needs venture capital, he will have to change this attitude.

Venture capital will flow easiest into a market that is open to direct profit sharing, into a market that is well-explained, advertised, and conservatively appraised through audits and market research, into a market that is properly governed by corporate stock owner rules and Securities & Exchange Commission regulations.

As to these rules and regulations, they are strict as to ownership, profit sharing, participation in assets and additional stock issues, but they leave ample room for the founder or founders to obtain reasonable and workable arrangements to prevent undue interference in their operations and

dividend policies by the cash providing absentee investor and "outsider."

This is not the place to go into the possible variations of classes of corporate stock most desirable for a local television station. Such arrangements are best worked out from case to case, where the intentions of the participating parties are known.

The future telecaster, who is going into the money market for funds, will have to pay a price, his independence will be curtailed, his responsibilities enlarged. He should submit to this fact, he should be willing to pay this price, not only because the ultimate results will be worth it, but because he has plenty of company; all expanding and dynamic business went that way, and local television is going to be Big Business.

TV Looks Good

2. What is the experienced investor's attitude toward local TV stations, the big or small investor, who will go into oil, railroads, real estate, anything that is supposedly good, the investor who is resourceful, both in money and judgment, who sees his broker in New York, Chicago or San Francisco with the ever repeated greetings, "what's good"? Well, local television looks very good. Whereupon they, the broker and the investors, examine the situation. They come up with the following preliminary findings:

Item: The local TV station's prosperity depends on its management and on the local market conditions and position to a much greater degree than generally experienced in other industries, because the station's merchandise is program and programming, i. e. intangible values and services, which disappear in thin air, as far as the investor is concerned, immediately after production.

Item: The owner-management of a TV station is licensed by the FCC for one year. We know that for all practical purposes the FCC license is unlimited. However, the wording of the regulation raises a big question-mark in the mind of the investor, especially when he is confronted with the complete and formidable array of FCC regulations governing the station's operations.

FCC Cramps Venture

Item: The investor can now invest in five stations and thereby spread his risk. He would like to spread it even further, over ten stations or twenty. He would like to have his broker arrange for an investment participation instrument covering many markets, specifically applying to investments in local TV stations, as it has been set up through equipment trusts, etc., in other industries. The FCC regulations for TV stations, patterned after radio station regulations, do not seem to have taken into account the much higher initial investment needs, and have not—so far—provided for reasonable easements to satisfy such needs.

Item: Although the general financial picture of the local TV stations is excellent, investment management as well as TV station management has had too little experience to answer all the questions generally asked by the experienced investor.

So much about the prospective investor and his preliminary attitude.

3. The big brokerage houses, which manage the issuance and sale of shares in established corporations, are not equipped to handle a comparatively small issue of one million dollars or less, unless it is presented and vouched for by people well known and experienced in banking and industry.

Generally, these houses are unfamiliar with radio as well as television station problems, and would decline to attempt to float an issue under the present regulations. However, they would be interested in a participation issue, either in stocks or bonds, covering many local TV stations (as referred to above) through a trust instrument or any other device satisfactory to the FCC and the stations. The feasibility of such a device is certainly not out of question, but will require study—TV day is still young.

Smaller investment houses will undertake the floating of a stock issue of a local TV station for a fee ranging from 20 to 30% with no guarantee for complete sale. This may appear to be an excessively high charge, representing up to $300,000 on a million dollar issue, but if we consider what enormous premiums are paid now for good TV stations, it might not be so much for the telecaster-in-a-hurry.

Bergen Bonanza

ALTHOUGH his appeals were aired by radio exclusively, 60% of 1952 Christmas gifts to Edgar Bergen's "Operation Santa Claus" project came from the nation's top 10 television cities [B•T, Dec. 29, 1952], CBS Radio officials reported last week. Aside from the heavy volume from TV markets, gifts during this drive totaled 45,000 pounds—an increase of more than 40% over the previous year's total, Edward F. Lethen, network director of sales extension, noted. As a clue to the strong response from TV markets, he pointed out that "in the 18 top TV cities, *nighttime* radio listening has increased 17% in the last year."

Banks, mutual savings banks as well as commercial banks, are, of course, unable to provide long-term investment money to local TV stations, except where such loans can be secured by first mortgages on buildings, marketable securities, etc.

4. What keeps the investor and his agencies, the broker, the securities expert, the investment counselor away from the local TV station investment market? It is not lack of money. There is plenty. It is not lack of proven financial success on the part of the established stations.

We have touched on a few obstacles: Some FCC regulations, a widely scattered market of comparatively small units, the service nature of the TV station business, its newness, its inexperience, the seemingly unknown quantity of management and location.

What appears to present part of the distance between investor and investee is their mutual non-acquaintanceship. There is today no tradition of fellowship between the two, not only because television is new, but because local radio, big elder sister to local television, had little occasion—as we have seen—to establish such relationship. However, the time is near when the surplus funds and credits, now used in the founding of television stations, will be exhausted and other money sources will have to be tapped.

The distance between the two will have to be overcome by mutual approach.

The investment agencies will have to become familiar with TV station problems and earning potentials, coldly appraised by the experts; and the telecaster will have to acquaint himself with the usages of finance.

The intangible of the TV business, as it now appears to the prospective investor, will have to be converted into the tangible, as it is known and daily treated by the experienced telecaster.

Make TV Tangible

The lines along which this conversion ought to move are well-tried and briefly these:

(a) Survey the locality of the new station and its market together with the socio-economic status of its population. Investigate the competitive position as station and as advertising medium. List prospective time purchasers and desirable network affiliation, if any. Investigate the local market as to its varying program tastes and its general daily activity routine.

(b) List the desired engineering facilities, signal coverage, fixed assets, buildings, their location, etc. In this connection, there is a close relationship between studio space, camera facilities, talent and material availability, and the projected programming policy.

(c) Describe the management, which is the daily producer of the intangible: The program, the station's merchandise. Such management must be selected not only on the basis of its judgments in entertainment and telecasting production values, but also on the merits of administrative ability. (We mentioned before a working capital of $100,000 for the first two years. It can vanish within months under faulty management.) With the constant changes in performers, vehicles and methods of presentation, it is management that must maintain efficiently a constant flow of simple entertainment, information, amusement and local public service, without elaborate devices and costly talent ingredients.

Investor Needs

The investor will need skilled and objective aid in screening the prospective telecaster and his management, aid that is qualified to appraise managerial acumen and judge on proposed general programming policies.

(d) Prepare a pro-forma balance sheet and estimated profit and loss statement for the first two years together with an amortization schedule of bonded or other indebtedness and a tentative statement on dividend planning.

Such presentation of facts and estimates is the most effective approach to the outside investor or his agent. It will put him on familiar ground and, at the same time, drive home to the enterprising telecaster the prospects and problems he faces.

Two of the many questions answered by the Dr. Forest L. Whan survey of the Boston Trade & Distribution Area:

HOW MANY TV STATIONS CAN NEW ENGLANDERS REGULARLY GET WITH GOOD, CLEAR PICTURES?

2 stations	76.7%
3 stations	14.3
1 station	8.4
4 or more stations	0.1

(Whan survey, page 55)

. . and which TV station do New Englanders prefer, as indicated by "share of audience," "listened to most," and "heard regularly"? The following table covers daytime viewing (the report gives the nighttime score also).

Station	Share of Audience	Listened to Most	Heard Regularly
WBZ-TV	52.2%	54.8%	64.6%
Station B	33.8	32.5	57.3
Station C	9.9	8.7	14.6
Station D	3.5	3.8	2.8
Station E	0.6	0.2	0.2

(Whan survey, page 57)

SELLING IN NEW ENGLAND?

If so, you need the Dr. Whan radio-television audience survey

In this advertisement we've condensed material from part of two pages of the Whan report. *Part of two pages only!* All 70 pages are equally fact crammed, ready for easy interpretation and application to marketing plans. With the Whan report at your elbow you don't guess—you *know!* It lights up a great trading area as never before. If you don't have a copy, get in touch with WBZ-TV, or with NBC Spot Sales.

WBZ-TV BOSTON CHANNEL **4**

WESTINGHOUSE RADIO STATIONS Inc
KYW • KDKA • WOWO • KEX • WBZ • WBZA • WBZ-TV
National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

XUM

ACTIONS OF THE FCC

January 15 through January 21

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, hearing calendar, new petitions, rules & standards changes and routine roundup.

Abbreviations:

CP—construction permit. DA—directional antenna. ERP—effective radiated power. STL—studio-transmitter link. synch. amp.—synchronous amplifier. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SSA—special service authorization. STA—special temporary authorization. (FCC file and hearing docket numbers given in parenthesis)

FCC Broadcast Station Authorizations as of Dec. 31, 1952*

	AM	FM	TV
Licensed (on air)	2,371	576	98
CPs on air	20	40	31
Total on air	2,391	616	129
CPs not on air	133	14	144
Total authorized	2,624	630	273
Applications in hearing	162	4	65
New station requests	251	12	812
Facilities change requests	190	27	50
Total applications pending	943	196	925
Licenses deleted in Dec.	1	10	0
CPs deleted in Dec.	1	2	0

*** Does not include noncommercial educational FM and TV stations.**

* * *

AM and FM summary through January 21

	On Air	Licensed	CPs	Appls. Pending	In Hearing
AM	2,390	2,370	167	252	162
FM	614	575	53	9	4

Television Station Grants and Applications Since April 14, 1952

Grants since July 11, 1952:

	Vhf	Uhf	Total
Commercial	55	131	186
Educational	2	9	11

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial on Air	120	7	127

Applications filed since April 14, 1952:

	New	Amnd.	Vhf	Uhf	Total
Commercial	682	328	567	442	1,010[1]
Educational	19	...	5	14	19
Total	701	328	572	456	1,029[2]

[1] One applicant did not specify channel.
[2] Includes 197 already granted.

* * *

Processing on city priority Gr. A-2 line has extended to city No. 168.
Processing on city priority Gr. B line has extended to city No. 183.

New TV Stations . . .
Actions by FCC

Salinas, Calif. — Salinas-Monterey Television Co. Granted uhf Ch. 28 (554-560 mc); ERP 105 kw visual, 60 kw aural; antenna height above average terrain 2,340 ft., above ground 146 ft. Engineering conditions. Estimated construction cost $204,140, first year operating cost $130,000, revenue $150,000. Post office address P. O. Box 1070, Monterey, Calif. Studio location to be determined. Transmitter location 10.5 mi. NE of Salinas on Fremont Peak, 6.4 mi. SSE of San Juan Bautista. Geographic coordinates 36° 45' 28" N. Lat., 121° 30' 13" W. Long. Transmitter DuMont, antenna RCA. Legal counsel Stephen Tuhy Jr., Washington. Consulting engineer Grant R. Wrathall, Aptos, Calif. Principals include equal 50% partners **S. A. Cisler Jr.**, partner in permittee of new AM station in Bishop, Calif., president and 55% owner of KEAR San Mateo, Calif., president and 50% owner of KXXX (FM) San Francisco, sole owner of KXXL Monterey, Calif., and 25% owner of Broadcast Equipment Corp. (building and selling of broadcast equipment), Lincoln, Neb., and **Grant R. Wrathall,** 25% owner of KUTA Salt Lake City, KGEM-AM-TV Boise, Idaho, 12½% owner of KLIX Twin Falls, Idaho, 12½% owner of KWIK Pocatello, Idaho, 16.75% owner of KOPR-AM-TV Butte, Mont., sole owner of KPOO San Francisco, and consulting television and radio engineer. (BPCT-1466). City priority status: Gr. A-2, No. 164. Granted Jan. 15. [Also see Butte, Mont., and Boise, Idaho, grants below.]

Boise, Idaho—Idaho Bcstg. & Television Co. (KGEM). Granted vhf Ch. 9 (186-192 mc); ERP 32 kw visual, 16 kw aural; antenna height above average terrain 2,050 ft., above ground 107 ft. Estimated construction cost $85,872, first year operating cost $90,200, revenue $120,000. Post office address Cassia St. at Eagleson Rd., Boise. Studio and transmitter location Deer Point Peak, 10 mi. NNE of Boise. Geographic coordinates 43° 44' 29.3" N. Lat., 116° 06' 54.6" W. Long. Transmitter composite, antenna RCA or equivalent. Legal counsel John H. Midlen, Washington. Consulting engineer Grant R. Wrathall, Aptos, Calif. Principals include President **Frank C. Carman** (25%), partner-general manager-25% owner of KUTA Salt Lake City, president-12½% owner of KLIX Twin Falls, Idaho, secretary-treasurer-12½% owner of KIFI Idaho Falls and KWIK Pocatello, Idaho, president-16.75% owner of KOPR-AM-TV Butte, Mont., board chairman and senior vice president of Pocatello Television Corp. (prospective applicant for TV at Pocatello), 20% owner of Griffith, Gornall & Carman (Salt Lake City general contractor), president-22% owner of Rocky Mountain Bcstg. System (radio time sales agency); Vice President **David G. Smith** (25%), partner-management assistant-25% owner of KUTA, 12½% owner of KLIX, KIFI and KWIK, treasurer-16.75% owner of KOPR-AM-TV, treasurer of Pocatello Television Corp.; Treasurer **Grant R. Wrathall** (25%), individual consulting engineer, partner-25% owner of KUTA, 12½% owner of KLIX, KIFI and KWIK, 16.75% owner of KOPR-AM-TV, 100% owner of CP for KPOO San Francisco, 29.8% owner of KULE Ephrata, Wash., vice president of Pocatello Television Corp.; Secretary **D. Ray Owen Jr.**, partner in Owen & Ward, Salt Lake City law firm, secretary of KLIX and Pocatello Television Corp.; **Edna O. McCrea** (12½%), 12½% interest in KUTA, 6¼% owner of KLIX, 6¼% owner of KIFI and KWIK, 8.375% of KOPR-AM-TV; **Edna O. McCrea** as guardian of estate of **Sharon Lee Powers** (minor) (12½%), 12½% owner of KUTA, 6¼% owner of KLIX, 6¼% owner of KIFI and KWIK, 8.375% owner of KOPR-AM-TV. (BPCT-1312.) City priority Group A-2, No. 135. Granted Jan. 15. [Also see Salinas, Calif., grant above and Butte, Mont., grant below.]

Louisville, Ky. — Robert W. Rounsaville (WLOU). Granted uhf Ch. 41 (632-638 mc); ERP 240 kw visual, 125 kw aural; antenna height above average terrain 260 ft., above ground 335 ft. Engineering conditions. Estimated construction cost $293,500, first year operating cost $300,000, revenue $330,000. Post office address 2549 South Third Street, Louisville, Ky. Studio and transmitter location 2549 South Third Street at site of WLOU (AM). Geographic coordinates 38° 12' 41.5" N. Lat., 85° 45' 41" W. Long. Transmitter and antenna GE. Legal counsel Welch, Mott & Morgan, Washington. Consulting engineer John H. Mullaney, Washington. Sole owner of applicant is **Robert W. Rounsaville,** also sole owner of WMBM Miami Beach, Fla., and applicant for new TV station on uhf Ch. 27 in Miami Beach, Fla., also owner of WQXI Atlanta, Ga., and WBAC Cleveland, Tenn.; 51% owner of WBEJ Elizabethton, Tenn.; applicant for new TV station on uhf Ch. 36 in Atlanta, and president and 75% owner of Southern Premium Stamp Co. (trading stamps), Atlanta (BPCT-1442). City priority status: Gr. B-2, No. 156. Granted Jan. 15.

Rochester, Minn.—Southern Minnesota Bcstg. Co. (KROC). Granted vhf Ch. 10 (192-198 mc); ERP 105 kw visual, 54 kw aural; antenna height above average terrain 630 ft., above ground 575.5 ft. Estimated construction cost $241,162; first year operating cost $115,000; revenue $120,000. Post office address 100 First Avenue Building, Rochester. Studio and transmitter location 2.8 mi. west of Rochester on U. S. 14. Geographic coordinates 44° 01' 27" N. Lat., 92° 32' 36" W. Long. Transmitter and antenna, RCA. Legal counsel Loucks, Zias, Young & Jansky, Washington, Consulting engineer Jansky & Bailey, Washington. Principals include President **Agnes P. Gentling** (12.25%) and Vice President **G. David Gentling** (8.31%). (BPCT-796.) City priority status: Gr. A-2, No. 168. Granted Jan. 15.

Columbia, Mo.—Curators of the U. of Missouri. Granted vhf Ch. 8 (180-186 mc); ERP 205 kw visual, 105 kw aural; antenna height above average terrain 800 ft., above ground 774 ft. Engineering conditions. Estimated construction cost $1,006,880, first year operating cost $302,100, revenue $150,000. Post office address Leslie Cowan, Secretary, U. of Missouri, Columbia. Studio location on campus. Transmitter location on South Farm, 6 mi. SE of Columbia. Geographic coordinates 38° 53' 14" N. Lat., 92° 15' 43" W. Long. Transmitter and antenna RCA. Legal counsel Fisher, Wayland, Duvall & Southmayd, Washington. Consulting engineer Craven, Lohnes & Culver, Washington. Grantee plans commercial operation but also will air educational programs. President of U. of Missouri is **Powell A. McHaney.** Board of curators of university includes **Lester E. Cox,** 49% owner KWTO Springfield, Mo., 12.5% owner KOAM Pittsburg, Kan. (TV applicant), and 49.5% owner KCMO Kansas City (TV applicant). Grand total assets and liabilities of university are $45.6 million. (BPCT-1177.) City priority status: Gr. A-2, No. 150. Granted Jan. 15.

St. Louis, Mo.—Broadcast House Inc. (KSTL). Granted uhf Ch. 36 (602-608 mc); ERP 240 kw visual, 145 kw aural; antenna height above average terrain 580 ft., above ground 592 ft. Engineering condition. Estimated construction cost $350,000, first year operating cost $260,000, revenue $240,000. Post office address Security Bldg., 319 North Fourth St., St. Louis. Studio location 999 South 6th St. Transmitter location on Northrup Ave. near intersection with Kingshighway. Geographic coordinates 38° 37' 12" N. Lat., 90° 16' 14" W. Long. Transmitter and antenna GE. Legal counsel Lucien Hilmer, Washington. Consulting engineer George P. Adair, Washington. Principals include President **William E. Ware** (10%), president and 24.9% owner of KSTL St. Louis, 28% owner of Television & Radio Peoria Inc., applicant for TV station in Peoria, and sole owner of WPEO Peoria; Vice President **Oscar D. Guth** (10%), treasurer and 16% owner of Edwin F. Guth Co. (lighting fixture mfrs.), vice president and 16% owner of St. Louis Brass Mfg. Co. and interested in real estate holding operations; Secretary **William H. Biggs** (16%), ⅓ partner in Biggs, Curtis, Biggs and Crossen (law firm); Treasurer **Edward E. Haverstick Jr.,** treasurer and 17.7% owner of KSTL, 14% owner of WPEO and ¼ partner in Smith, Moore & Co. (investment brokers), and **Albert G. Blanke Jr.** (15%), small private investments in securities and oil properties. **Ray Roberts Inc.,** gas appliance jobbers, has 10% interest in applicant. (BPCT-1482.) City priority status: Gr. B-4, No. 179. Granted Jan. 15.

Billings, Mont. — Rudman-Hayutin Television Co. Granted vhf Ch. 8 (180-186 mc); ERP 12 kw visual, 6.2 kw aural; antenna height above average terrain 390 ft., above ground 199 ft. Estimated construction cost $179,200, first year operating cost $135,240, revenue $144,000. Post office address Rudman-Hayutin Television Co., % Ross K. Prescott, 1430 Life of America Bldg., Dallas, Tex. Studio and transmitter location on Coburn Hill Road, 2 mi. east of downtown Billings. Geographic coordinates 45° 46' 56" N. Lat., 108° 28' 41" W. Long. Transmitter and antenna RCA. Legal counsel Ross K. Prescott, Dallas. Consulting engineer Guy C. Hutcheson, Arlington, Tex. Principals include General Partners **M. B. Rudman** (50%), independent oil operator in Texas, Oklahoma, Louisiana, Arkansas, North Dakota, Illinois, Georgia, Florida, Alabama and South Dakota, 50% owner of Navarre Bldg., Denver, permittee of new uhf station in Galveston, Tex., and applicant for new TV stations in Minot, N. D., and Bismarck, N. D., and **Albert Hayutin** (50%), independent oil producer, 50% owner of Pennant Drilling Co., Denver, and Globe Furniture Co., Denver. (BPCT-1428.) City priority status: Gr. A-2, No. 152. Granted Jan. 15.

Butte, Mont. — Copper Bcstg. Co. (KOPR). Granted vhf Ch. 4 (66-72 mc); ERP 14.5 kw visual, 7.3 kw aural; antenna height above average terrain 350 ft., above ground 300 ft. Engineering conditions. Estimated construction cost $102,462, first year operating cost $100,000, revenue $135,000. Post office address Hotel Finlen, Butte. Studio and transmitter location 3 mi. SW of Butte on Beef Trail Rd. Geographic coordinates 45° 58' 31.5" N. Lat., 112° 34' 12" W. Long. Transmitter composite, antenna RCA. Legal counsel John H. Midlen, Washington. Consulting engineer Grant R. Wrathall, Aptos, Calif. Principals include President **Frank C. Carman** (16.74%), Vice President **Ed Cooney** (10%), Secretary **Robert D. Corette** (10.5%), Treasurer **David G. Smith** (16.75%) and **Grant R. Wrathall** (16.75%). (BPCT-804.) City priority status: Gr. A-2, No. 144. Granted Jan. 15. [Also see Salinas, Calif., and Boise, Idaho, grants above.]

Great Falls, Mont. — Buttrey Bcstg. Inc. (KFBB). Granted vhf Ch. 5 (76-82 mc); ERP 9.5 kw visual, 4.5 kw aural; antenna height above average terrain 100 ft., above ground 285 ft. Comr. Frieda Hennock dissented. Engineering conditions. Estimated construction cost $178,800, first year operating cost $150,000, revenue $75,000. Post office address First National Bank Bldg., Great Falls, Mont. Studio and transmitter location 300 Central Ave. Geographic coordinates 47° 30' 29" N. Lat., 111° 17' 28" W. Long. Transmitter and antenna RCA. Legal counsel Wheeler & Wheeler, Washington. Consulting engineer Archer S. Taylor, Missoula, Mont. Principals include President **Joseph Patrick Wilkins,** general manager of KFBB. (BPCT-1195.) City priority status: Gr. A-2, No. 108. Granted Jan. 15.

Fargo, N. D.—WDAY Inc. (WDAY). Granted vhf Ch. 6 (82-88 mc); ERP 70 kw visual, 35 kw

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aural; antenna height above average terrain 170 ft. Estimated construction cost $344,000, first year operating cost $180,000, revenue $180,000. Post office address 118 Broadway, Fargo. Studio and transmitter location 207-215 Fifth St. North. Geographic coordinates 46° 52' 35" N. Lat., 96° 47' 03" W. Long. Transmitter and antenna RCA. Legal counsel Segal, Smith & Hennessey, Washington. Consulting engineer Gillett & Bergquist, Washington. Principals include President **E. C. Reineke** (54.5%); Vice President **H. D. Paulson** (8.9%); Secretary-Treasurer **N. B. Black Jr.** (1.1%), and **Charlotte Lontz** (21.1%). Same stockholders own controlling stock of *Fargo Forum* and Dakota Photo Engraving Co. (BPCT-740.) City priority status: Gr. A-2, No. 114. Granted Jan. 15.

Dallas, Tex.—Uhf Television Co. Granted Ch. 23 (524-530 mc); ERP 220 kw visual, 115 kw aural; antenna height above average terrain 510 ft., above ground 577 ft. Estimated construction cost $424,500, first year operating cost $381,000, revenue $240,000. Post office address 14th Floor, Magnolia Bldg., Dallas. Studio and transmitter location Cliff Towers Hotel, Zanus Blvd. and Colorado St. Geographic coordinates 34° 45' 29" N. Lat., 96° 49' 03" W. Long. Transmitter and antenna GE. Legal counsel Ross K. Prescott, Dallas, Tex. Consulting engineer Guy C. Hutcheson, Arlington, Tex. Principals include **R. L. Wheelock, W. L. Pickens** and **H. H. Coffield,** each 1/3 partner and each independent Texas oil operator. Same partners at one time each owned 1/4 of KPHO-TV Phoenix, Ariz., and each had part interest in KEYL (TV) San Antonio, Tex., aggregate of which constituted control of KEYL (TV). Same group also is applying for TV stations in New Orleans, La., Corpus Christi and Houston, Tex. (BPCT-827.) City priority status: Gr. B-2, No. 155. Granted Jan. 15.

Applications

Fort Smith, Ark.—Razorback Television Co., vhf Ch. 5 (76-82 mc); ERP 33 kw visual, 16.5 kw aural; antenna height above average terrain 398 ft., above ground 483 ft. Estimated construction cost $280,450, first year operating cost $146,600, revenue $168,000. Post office address 1407 South Akard, Dallas, Tex. Studio and transmitter location on Park Ave., 4 mi. east of center of Fort Smith. Geographic coordinates 35° 22' 41" N. Lat., 94° 21' 34" W. Long. Transmitter DuMont, antenna GE. Legal counsel Lee Shipp, Dallas, Tex. Consulting engineer Guy C. Hutcheson, Arlington, Tex. **Burnett Estes,** sole owner of applicant, owns Shaw & Estes (general contractors), Dallas, and 1/3 owner of S & E Corp. (owners and developers of residential areas and shopping districts), Dallas. City priority status: Gr. A-2, No. 84.

Miami, Fla.—Miami Biscayne Television Corp. (WINZ Hollywood, Fla.), uhf Ch. 33 (584-590 mc); ERP 182.7 kw visual, 98.6 kw aural; antenna height above average terrain 484 ft., above ground 500 ft. Estimated construction cost $357,500, first year operating cost $318,000, revenue $300,000. Post office address Biscayne Terrace Hotel, Miami, Fla. Studio and transmitter location 432 Biscayne Blvd. Geographic coordinates 25° 46' 42" N. Lat., 80° 11' 22" W. Long. Transmitter and antenna RCA. Legal counsel Cohn & Marks, Washington. Consulting engineer Robert M. Silliman & Assoc., Washington. Principals include President **Nathaniel J. Klein** (20%), secretary and minority stockholder of WINZ Hollywood, Fla., and senior member in Miami Beach (Fla.) law firm of Goldstein, Klein, Burris & Lehrman; Vice President **Reuben Borinsky** (25%), secretary and owner of 25% or more interest in Tuscan Dairy Farms, Union City, N. J., Universal Grain Co., Newark, N. J., Grain Products Co., Brooklyn, N. Y., North Blenheim Creamery Corp., North Blenheim, N. Y., partner and 1/3 owner (with Mrs. Borinsky) of Tuscan Farm Products, Union City, N. J., president and 100% owner of Highway Properties Inc., Newark, N. J., Dual City Auto Laundry, Newark, N. J.; Secretary **Irving Kipnis** (25%), partner in Biscayne Terrace Hotel, Miami, Fla., secretary-treasurer of Realart Pictures, New York City and president of Broaduane Corp., New York City; Treasurer **Edward Mercer** (10%), treasurer of WINZ, president of Mercantile National Bank, Miami, and president of Public National Insurance Co., Miami, and **Rex Rand** (20%), general manager of WINZ. City priority status: Gr. B-4, No. 193.

Miami Beach, Fla. — Robert W. Rounsaville (WMBM), uhf Ch. 27 (548-554 mc); ERP 225 kw visual, 117 kw aural; antenna height above average terrain 244 ft., above ground 264 ft. Estimated construction cost $272,000, first year operating cost $330,000, revenue $330,000. Post office address MacArthur Causeway Terminal, Miami Beach, Fla. Studio and transmitter location at Causeway Terminal, McArthur Causeway. Transmitter location at site of WMBM (AM). Geographic coordinates 25° 46' 14.7" N. Lat., 80° 08' 51.4" W. Long. Transmitter and antenna GE. Legal counsel Welch, Mott & Morgan, Washington. Consulting engineer John H. Mullaney, Washington. **Robert W. Rounsaville,** sole owner of applicant, is licensee of WMBM Miami, WQXI Atlanta, WLOU Louisville, Ky., WBAC Cleveland, Tenn., and 51% owner of WBEJ Elizabethtown, Tenn.; grantee of new TV station on uhf Ch. 41 in

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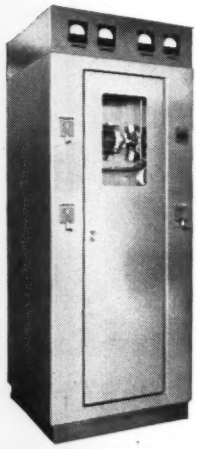

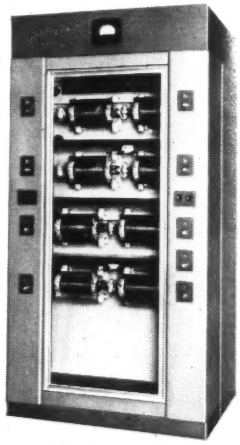

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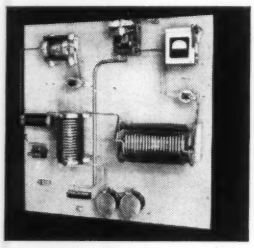

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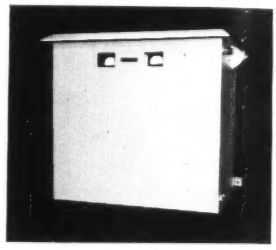

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Louisville, Ky., and applicant for new TV station on uhf Ch. 36 in Atlanta, Ga. City priority status: Gr. B-4, No. 193.

Boston, Mass.—Greater Boston Television Corp., vhf Ch. 5 (76-82 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 508 ft., above ground 583 ft. Estimated construction cost $458,000, first year operating cost $600,000, revenue $700,000. Post office address Greater Boston Television Corp., Room 601, 10 State St., Boston, Mass. Studio and transmitter location John Hancock Tower, 180 Berkeley St., at site of WHDH-FM Boston. Geographic coordinates 42° 20' 59" N. Lat., 71° 04' 25" W. Long. Transmitter and antenna GE. Legal counsel Maguire, Roche & Garrity, Boston. Consulting engineer Craven, Lohnes & Culver, Washington. Principals include President **Arthur D. Cronin** (4.76%), partner in Kaler, Carney, Liffler & Co. (insurance agency), Boston; Treasurer **Delphin F. Young** (4.76%), 1st vice president of Brookline Trust Co. (banking), Brookline, Mass.; Clerk **Paul J. Cifrino** (4.76%), general manager of Supreme Markets Inc. (retail food chain), Boston, and 1/3 owner of Superior Realty Co. (real estate), Boston, and treasurer of New England Food Buyers Inc. (buying cooperative), Boston; **Joseph A. Dunn** (4.76%), president and 0.057% owner of WORL Boston, president and 50% owner of Capitol Contracting Co. (contracting business), Boston; **Richard Maguire** (4.76%), 10% owner of WORL and partner in Boston (Mass.) law firm of Maguire, Roche & Garrity; **Sidney R. Rabb** (4.76%), chairman of the board and general manager of Stop & Shop Inc. (retail food chain), Boston, and 15 other Boston businessmen, each with 4.76% interest. City priority status: Gr. B-5, No. 208.

Poland, Me. (Poland Springs, Me.)—Mt. Washington TV Inc., vhf Ch. 8 (180-186 mc); ERP 106 kw visual, 53.09 kw aural; antenna height above average terrain 3,817 ft., above ground 86 ft. Estimated construction cost $450,000, first year operating cost $400,000, revenue $450,000. Post office address P. O. Box 1120, Portland 1, Me. Studio location Poland (Androscoggin County), Me. Transmitter location Sargents Purchase, summit of Mt. Washington, N. H. Geographic coordinates 46° 16' 13" N. Lat., 71° 18' 13" W. Long. Transmitter and antenna GE. Legal counsel Fly, Shuebruk & Blume, Washington. Consulting engineer Irving B. Robinson, Boston. Principals include President **Horace Hildreth** (35.2%), 50% owner of WABI-AM-TV Bangor, Me., officer in Community Bcstg. Service, applicant for new TV station in Portland, Me., president of Bucknell U., Lewisburg, Pa., and from 1945 to 1949 governor of Maine; **John W. Guider** (11.8%), president and 99% owner of WMOU-AM-FM Berlin, N. H., treasurer and minority stockholder of WPOR Portland, Me., minority partner in WENS (TV) Pittsburgh, uhf Ch. 16 grantee, and president of Hill Building Corp., Washington; **Tyrone Corp.** (35.2%), Pittsburgh, investments (firm controlled by WPOR stockholders and identified with ownership of WENS [TV] Pittsburgh); **Kennebec Bcstg. Co.** (11.8%), licensee of WTVL Waterville, and **Granite State Network** (5.9%), wholly-owned subsidiary of Granite State Bcstg. Co. (WKBR-AM-FM Manchester, N. H., WTSV-AM-FM Claremont, N. H., WTSL Hanover, N. H., and Grandview Inc., wholly-owned subsidiary of Granite State Bcstg. Co. and applicant for new TV station on uhf Ch. 48, Manchester, N. H.). City priority status: Gr. A-2, No. 106. [Vhf Ch. 8 assigned to Lewiston, Me.]

Portland, Me.—The Portland Telecasting Corp. (WLAM Lewiston, Me.), uhf Ch. 53 (704-710 mc); ERP 22.2 kw visual, 13.3 kw aural; antenna height above average terrain 327 ft., above ground 300 ft. Estimated construction cost $170,333, first year operating cost $175,000, revenue $175,000. Post office address Columbia Hotel, 645A Congress St., Portland, Me. Studio and transmitter location 645A Congress St., Portland, Me. Geographic coordinates 43° 39' 13" N. Lat., 70° 15' 59" W. Long. Transmitter and antenna RCA. Legal counsel Dempsey & Koplovitz, Washington. Consulting engineer George P. Adair Engineering Co., Washington. Principals include President and Treasurer **Frank S. Hoy** (66.66%), 67% owner of WLAM Lewiston, Me.; Vice President and Assistant Treasurer **Fred Parker Hoy** (16.66%), 9% owner of WLAM, and **Gladys Parker Hoy** (16.66%), 16% owner of WLAM. City priority status: Gr. A-2, No. 45.

Austin, Minn.—South Central Minnesota Television Co., vhf Ch. 6 (82-88 mc); ERP 52.5 kw visual, 31.5 kw aural; antenna height above average terrain 542 ft., above ground 583 ft. Estimated construction cost $277,400, first year operating cost $163,000, revenue $180,000. Post office address Radio Station KOBK, Owatonna, Minn. Studio location 326½ Main St., Austin. Transmitter location Town of Riceland, and southern village limits (village of Hollandale) separates the location from the latter and in EW direction the location is 0.35 mi. from the SE corner of Hollandale. Geographic coordinates 43° 45' 12" N. Lat., 93° 12' 20" W. Long. Transmitter and antenna RCA. Legal counsel E. D. Johnson, Washington. Consulting engineer Nathan Williams, Oshkosh, Wis. Principals include President **Bennett O. Knudson** (16⅔%), 25% owner of KATE Albert Lea, Minn., and 1/3 partner in Albert Lea law firm of Meighen, Knudson & Sturtz; Vice President and General Manager **Myles H. Johns** (33⅓%), licensee and general manager of KOBK Owatonna, Minn.; Secretary **William B. Wolf** (25%), 37½% owner of KATE and with Mier Wolf & Sons (department store), Austin, Minn., and Treasurer **George J. Wolf** (25%), 37½% owner of KATE, 25% owner of KRIB Mason City, Iowa and with Mier Wolf & Son. City priority status: Gr. A-2, No. 218.

Gulfport, Miss. — WGCM Television Corp. (WGCM), uhf Ch. 56 (722-728 mc); ERP 21.47 kw visual, 11.59 kw aural; antenna height above average terrain 297 ft., above ground 315 ft. Estimated construction cost $161,091, first year operating cost $85,000, revenue $95,000. Post office address Hewes-Martin Bldg., Gulfport, Miss. Studio and transmitter location Arlington Heights at site of WGCM (AM). Geographic coordinates 30° 22' 28" N. Lat., 89° 04' 45" W. Long. Transmitter and antenna RCA. Legal counsel Krieger & Jorgenson, Washington. Consulting engineer A. D. Ring & Assoc., Washington. Principals include President **Hugh O. Jones** (55.3%), owner of WGCM-AM-FM; Vice President **Joseph S. Perusse** (11.6%), owner of Northrop's Department Store, Gulfport, and 15 others with minority interest or no interest. City priority status: Gr. A-2, No. 226.

Durham, N. C.—T. E. Allen & Sons Inc., uhf Ch. 46 (662-668 mc); ERP 17.22 kw visual, 9.75 kw aural; antenna height above average terrain 456 ft., above ground 439 ft. Estimated construction cost $152,831, first year operating cost $150,000, revenue $150,000. Post office address 509-510 Fidelity Bldg., Durham, N. C. Studio location to be determined. Transmitter location on Old Oxford Road about 3 mi. SW of Junction with Route 751, off Rigsbee Road west of Mount Mirah, WSW of Durham. Geographic coordinates 35° 58' 11" N. Lat., 79° 00' 52" W. Long. Transmitter DuMont, antenna RCA. Legal counsel McKenna & Wilkinson, Washington. Consulting engineer Commercial Radio Equipment Co., Washington. Principals include President **Irving E. Allen** (1.9%), salesman with Austin-Heaton Co., Durham; 1st Vice President **Thomas E. Allen** (1.9%), partner with T. E. Allen Sr. in Thomas E. Allen & Sons (insurance), Durham; 2nd Vice President and Chairman of the Board **George V. Allen** (47.8%), ambassador (U. S. Government) in Belgrade, Yugoslavia; **Katharine M. Allen** (23.9%), wife of Ambassador Allen, and ten others with minority interest. City priority status: Gr. A-2, No. 52.

Trenton, N. J.—Peoples Bcstg. Corp. (WTTM), uhf Ch. 41 (632-638 mc); ERP 18.45 kw visual, 9.23 kw aural; antenna height above average terrain 385 ft., above ground 447 ft. Estimated construction cost $252,657, first year operating cost $225,000. Post office address 541-43 East State St., Trenton 9, N. J. Studio and transmitter location 541 East State St. at site of WTTM (AM) studios. Geographic coordinates 40° 13' 16" N. Lat., 74° 45' 13" W. Long. Transmitter and antenna RCA. Legal counsel Fly, Shuebruk & Blume, New York. Consulting engineer Paul Godley Co., Upper Montclair, N. J. Principals include Chairman of the Board **James H. West,** President **M. D. Lincoln** and Vice President **Herbert E. Evans.** Applicant is licensee of WOL-AM-FM Washington and WRFD Worthington, Ohio. City priority status: Gr. B-1, No. 111.

Beloit, Wis.—Beloit Bcstg. Co. (WGEZ), uhf Ch. 57 (728-734 mc); ERP 20.82 kw visual, 12.5 kw aural; antenna height above average terrain 235 ft., above ground 339 ft. Estimated construction cost $216,000, first year operating cost $142,000, revenue $178,000. Post office address Hotel Hilton, Beloit, Wis. Studio location to be determined. Transmitter location U. S. 51 at city limits and state line, at site of WGEZ (AM). Geographic coordinates 42° 29' 44" N. Lat., 89° 01' 05" W. Long. Transmitter and antenna RCA. Legal counsel Edwin C. Conrad, Madison, Wis. Consulting engineer John Creutz, Washington. **Sidney H. Bliss,** sole owner of applicant, is owner and licensee of WGEZ, and president of Gazette Printing Co., which is licensee of WCLO-FM Janesville, Wis., and Southern Wisconsin Radio Co., which is licensee of WCLO Janesville. City priority status: Gr. A-2, No. 171.

Existing TV Stations . . .

Actions by FCC

WAFM-TV Birmingham, Ala.—The Television Corp. Granted CP to increase ERP to 316 kw visual, 190 kw aural (from 26 kw visual, 13 kw aural). Antenna height above average terrain 840 ft. (BPCT-847, amended.) Action Jan. 19.

KRTV (TV) Little Rock, Ark.—Little Rock Telecasters. Granted mod. CP to change ERP to 21 kw visual, 11 kw aural (from 22 kw visual, 12.5 kw aural), and change studio and transmitter locations. Antenna height above average terrain 470 ft. (BMPCT-942.) Action Jan. 19.

WCOS-TV Columbia, S. C.—Radio Columbia. Granted mod. CP to change ERP to 74 kw visual, 42 kw aural (from 89 kw visual, 45 kw aural). Antenna height above average terrain 650 ft. (BMPCT-952.) Action Jan. 19.

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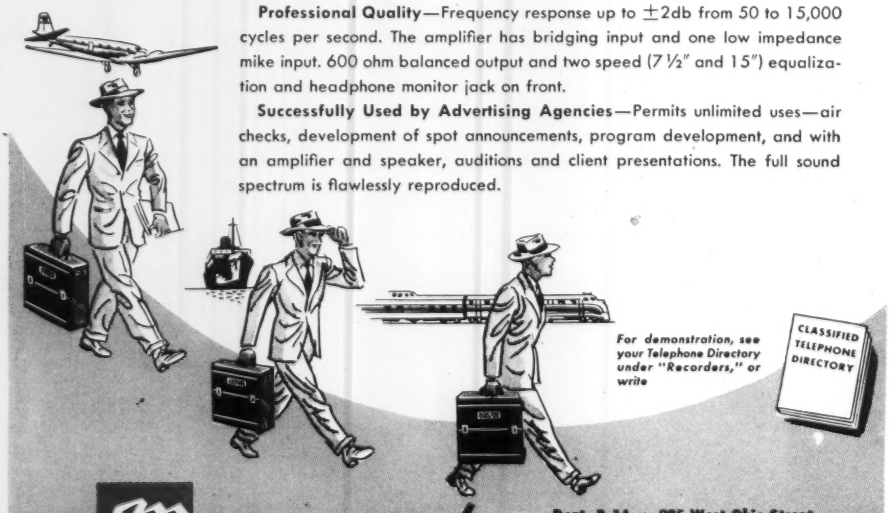

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Actions by FCC

Indianola, Miss. — Central Delta Bcstg. Co. Granted 1380 kc, 500 w daytime, antenna height 200 ft.; engineering condition. Estimated construction cost $10,760, first year operating cost $24,000, revenue $36,000. Filed April 9, 1952; amended Sept. 22 and Nov. 21, 1952. (BP-9458.) Granted Jan. 15, 1953.

Indianola, Miss.—W. W. Chapman. Granted 900 kc, 250 w daytime, antenna height 200 ft.; engineering condition. Estimated construction cost $12,475, first year operating cost $36,000, revenue $46,000. **W. W. Chapman,** sole owner of grantee, is manager and 50% owner of *Indianola Enterprise* and owner of *Sunflower Tocsin.* Filed June 17, 1952. (BP-8521.) Granted Jan. 15, 1953.

Coudersport, Pa.—Farm & Home Bcstg. Co. Granted 600 kc, 500 w daytime, antenna height 300 ft.; engineering condition. (Comr. Eugene Merrill did not participate; Comrs. E. M. Webster and Frieda Hennock dissented.) Estimated construction cost $7,232, estimated first year operating cost $30,000, revenue $45,000. (Applicant purchased equipment of now-deleted radio station owned by Canisteo Radio Corp., Hornell, N. Y., for consideration of $4,732.) Principal stockholder is **Cary H. Simpson,** general manager and partner of WKBI St. Marys, Pa. There are 23 other stockholders, all with minority interests. Filed Jan. 17, 1952. (BP-8374.) Granted Jan. 15, 1953.

Emporium, Pa. — Elk-Cameron Bcstg. Co. Granted 1340 kc, 100 w fulltime, antenna height 150 ft. (Comrs. Frieda Hennock and E. M. Webster dissented.) Estimated construction cost $7,478, first year operating cost $16,000, revenue $24,000. Grantee is licensee of WKBI St. Marys, Pa. Filed Oct. 5, 1951. (BP-8265.) Granted Jan. 15, 1953.

Existing AM Stations . . .

Actions by FCC

KGKO Dallas, Tex.—Lakewood Bcstg. Co. Commission en banc (Comr. Frieda Hennock did not participate) adopted memorandum opinion and order *denying* joint petition of WFAA Dallas (A. H. Belo Corp.) and WBAP Fort Worth (Carter Publications Inc.) which requested that application of KGKO Dallas for license be designated for hearing or, in the alternative, that it be granted subject to condition that KGKO should satisfy all legitimate complaints of image interference to other AM stations operating in the area. Commission *granted* KGKO program test authority and license. Memorandum opinion and order Jan. 19.

KVAL Brownsville, Tex.—T. Frank Smith. Granted request for cancellation of license and deletion of call letters. (BL-4646.) Action Jan. 19.

Existing FM Stations . . .

Actions by FCC

KSWI-FM Council Bluffs, Iowa — Nonpareil Bcstg. Co. Granted request to cancel license and delete FM station. (BRH-564.) Action Jan. 19.

WJAR-FM Providence, R. I.—The Outlet Co. Granted request to cancel license and delete FM station, and also delete mod. CP. (BRH-574, BPH-1730.) Action Jan. 19.

WBZA-FM Springfield, Mass., Westinghouse Radio Stations Inc. — On petition, waived sec. 3.205 of rules, which requires that majority of station's programs originate from main studio, in order to permit WBZA-FM to continue duplicating AM programs of affiliate station WBZA, in Springfield, which operates synchroneously with WBZ Boston; and modified its license accordingly. Comr. Bartley dissented with following statement: "With the considerable number of other FM signals (6) reaching one of the top FM markets in the country, it appears to me inappropriate that a waiver of rules be authorized. Certainly a waiver is not necessary to maintain FM service in this area where there are several substitutes should Westinghouse desire to cease operation rather than operate a Springfield FM station."

Ownership Changes . . .

Actions by FCC

WNER Live Oak, Fla.—Live Oak Bcstg. Co. Granted assignment of license from John A. Boling to **Norman O. Protsman** for $40,000. Mr. Protsman is general manager of WNER. (BAL 1484.) Granted Jan. 15.

WMAN Mansfield, Ohio—Richland Inc. Granted consent to Ruth Rubin, Executrix of Monroe F. Rubin Estate, to transfer control to **Ruth Rubin,**

et al., heirs. No monetary consideration. (BTC-1431.) Granted Jan. 15.

KRGC Baytown, Tex.—Bay Bcstg. Co. Granted consent to W. B. Bates, et al., to transfer control to **Frank W. Sharp** (who acquires 55% interest) and **W. D. Christmas** (who acquires 45% interest) for $29,980. Mr. Sharp owns construction firm in Houston, Tex., and Mr. Christmas is furniture dealer in Houston. (BTC-1421.) Granted Jan. 15.

Hearing Cases . . .

Actions by FCC

Wichita Beacon Bcstg. Co., Wichita, Kan.—Commission denied petition for reconsideration of Commission's memorandum opinion and order of Nov. 5, 1952, which removed from hearing docket and returned to processing line petitioner's application for new TV station on uhf Ch. 16 (BPCT-973.) Comr. Walker dissented. Memorandum opinion and order Jan. 19.

WBZ Boston, Mass. (Westinghouse Radio Stations Inc.), and WJZ New York (American Bcstg. Co.) re KOB Albuquerque, N. M. (Albuquerque Bcstg. Co.)—Commission *granted* petition for rehearing filed by WBZ Boston insofar as it requests that phrase "the availability of other primary and secondary service to such areas and populations" in issues designated in memorandum opinion and order of Nov. 3, 1952 (which designated for hearing application of KOB Albuquerque for extension of special service authorization for KOB to operate on 770 kc, 50 kw day, 25 kw night [BSSA-275]), be declared not to contemplate receipt of evidence relating to network affiliation, and *denied* petition in all other respects. Commission *denied* motion filed by WJZ New York to clarify, change and enlarge issues in this proceeding. (Docket 10336.) Comr. E. M. Webster declined to participate and stated, "I am not in a position to participate as I am still of the opinion that KOB should be returned to its regularly licesened assignment of 1030 kc." Memorandum opinion and order Jan. 19.

KHIT Lampasas, Tex.—Lampasas Bcstg. Corp. Commission granted, in part, petitions filed by KHIT to the extent that petitioner requests reconsideration by Commission of action last May 28, 1952, designating for hearing application for renewal of license, and removed application from hearing docket to be examined concurrently with pending application for transfer of control. (Docket 10205; BR-2057.) Memorandum opinion and order Jan. 19.

New Petitions . . .

January 15

WJVA South Bend, Ind., St. Joseph Valley Bcstg. Corp. (renewal of license, Docket 9692, BR-1877; transfer of control, Docket 10065, BTC-897)—Chief of FCC Broadcast Bureau filed exceptions to initial decision of examiner issued Dec. 19, 1952, which recommended renewal of license and approval of transfer.

Atlantic City Bcstg. Co., Atlantic City, N. J., et al. (Docket 10119, BP-8090; new AM, 1490 kc)—Comments by Chief of FCC Broadcast Bureau concerning petition of Jan. 9 by Garden State Bcstg. Co. to reopen record to corroborate testimony [B•T, Jan. 19].

January 16

Mt. Hood Radio & Television Bcstg. Corp. (KOIN) and Portland Bcstrs. Inc. (KGW), Portland, Ore. (Dockets 10316, 9136; BPCT-1029 and 431; new TV, Ch. 6)—Petition filed by Mt. Hood opposing and requesting denial of petition by Pioneer which asked rehearing of FCC ruling of Dec. 17, 1952, allowing Mt. Hood to amend its application [B•T, Dec. 22, 1952].

WJR The Goodwill Station Inc., Flint, Mich., et al. (Docket 10268, BPCT-967; new TV, Ch. 12)—Joint petition by Trebit Corp. and W. S. Butterfield Theatres Inc. for stay of taking further testimony in hearing, set today (Jan. 26), until at least one week after Commission's action on petitions for review of examiner's action of Jan. 14 granting WJR petition to amend. Petitions for review filed Jan. 19 by Trebit and Butterfield.

Port Arthur College (KPAC) and Smith Radio Co., Port Arthur, Tex. (Dockets 10285 and 10352, BPCT-839 and 1013; new TV, Ch. 4)—Smith Radio requests oral argument before Commission en banc on its Jan. 2 petition for review of order by examiner denying acceptance of certain depositions [B•T, Jan. 19]. KPAC on Jan. 19 filed reply to Jan. 7 supplement of Smith Radio Co. to its Jan. 2 petition for review. Petition also filed Jan. 19 by Jefferson Amusement Co. (BPCT-1440) opposing Jan. 5 petition by KPAC and Jan. 7 petition by Smith Radio which both seek dismissal of Jefferson application. Jefferson wishes to be consolidated in hearing.

WGAL-TV and Peoples Bcstg. Co. (WLAN), Lancaster, Pa. (Dockets 10366 and 10365, BPCT-910 and 654; new TV, Ch. 8)—Motion by Peoples to enlarge and change issues in comparative hearing set by FCC.

January 19

Docket 10345; Amendment of Part 4 of FCC rules governing TV auxiliary broadcast stations—Comments filed by NARTB, NBC and Raytheon Mfg. Co. Deadline for filing comments Jan. 19; replies, Jan. 29.

Sparton Bcstg. Co., Parma, Mich.—Petition to amend Sec. 3.606 of rules to add vhf Ch. 10 at Parma. Waiver of Sec. 3.609 requested.

WBKZ-TV Battle Creek, Mich., Booth Radio & Television Stations Inc.—Reply by WBKZ-TV opposing petition of Michigan Bcstg. Co., permittee of WBCK-TV Battle Creek, which asked revocation of assignment of call of WBKZ-TV to Booth Radio. Booth explained its WBKZ-TV call was granted first and has been widely publicized.

Sunflower Television Co., et al., Wichita, Kan. (Docket 10258, BPCT-677; new TV, vhf Ch. 10)—Petition by Sunflower to amend its application to show slight changes in costs.

Radio Wisconsin Inc. (WISC) and Badger Television Co. (WIBA), Madison, Wis. (BPCT-410 and 1472; new TV, Ch. 3)—Motion by Badger to dismiss Jan. 13 petition of Radio Wisconsin which asked FCC to dismiss earlier petition of Badger requesting Commission to (1) dismiss Ch. 3 application of Radio Wisconsin or (2) issue rule to Radio Wisconsin to show cause why it should not elect to drop its appeal in D. C. Court of Appeals or withdraw Ch. 3 application.

January 21

WLIN Wausau, Wis.—Reply filed by WSAU Wausau to Jan. 8 petition of WLIN requesting dismissal of Jan. 2 protest of WSAU to Dec. 4, 1952, action by FCC granting without hearing a CP to WLIN to move from Merrill, Wis., to Wausau and increase power to 5 kw, operating fulltime on 550 kc. WSAU contends it is party in interest and asks FCC to set WLIN move for hearing.

Hearing Calendar . . .

Hearings in Progress

Harrisburg, Pa.—New TV, uhf Ch. 27. Examiner William Butts.

Sacramento, Calif.—New TV, vhf Ch. 10. Examiner Thomas H. Donohue.

Wichita, Kan.—New TV, vhf Ch. 3. Examiner Hugh B. Hutchison.

January 26

Theatre Television Service, allocation of frequencies (Docket 9552)—To be held before Commission en banc beginning 10 a.m. at U. S. Dept. of Commerce Auditorium, 14th St. between Constitution Ave. and E St. N.W., Washington.

Beaumont, Tex.—New TV, vhf Ch. 4. Examiner Annie Neal Huntting.

Flint, Mich.—New TV, vhf Ch. 12. Examiner Benito Gaguine.

Portland, Ore.—New TV, vhf Ch. 8. Examiner Elizabeth C. Smith.

Routine Roundup . . .

January 15 Decisions

BY COMMISSION EN BANC

Replace Expired CP

WANA Anniston, Ala., Anniston Radio Co.—Granted CP to replace expired permit (BP-8119) which authorized new AM to operate on 1490 kc 250 w unl.; engineering condition (BP-8588).

Request Granted

KELY Ely, Nev., White Pine Bcstg. Co.—Granted request for waiver of sec. 3.165 of rules to permit operation of station by remote control from studios, for period ending June 30, 1953; engineering conditions.

Renewal of License

Following stations granted renewal of licenses for regular period:

KLMR Lamar, Col.; KNAF Fredericksburg, Tex.; KPKW Pasco, Wash.; KVKM Monahans, Tex.; KWLM Willmar, Minn.; WBBQ Augusta, Ga.; WODT Winchester, Tenn.; WCVI Connellsville, Pa.; WDAK Columbus, Ga.; WHAP Hopewell, Va.; WIZE Springfield, Ohio; WJMB Brookhaven, Miss.; WJOL Joliet, Ill.; WKOZ Kosciusko, Miss.; WLNH Laconia, N. H.; WMBN Bear Creek Twp., Mich.; WMLT Dublin, Ga.; WMSA Massena, N. Y.; WMT Cedar Rapids, Iowa; WNBH New Bedford, Mass.; WNBS Murray, Ky.; WNHC New Haven, Conn.; WOOK Washington, D. C.; WOXF Oxford, N. C.; WRAD Radford, Va.; WRHI Rock Hill, S. C.; WROD Daytona Beach, Fla.; WSAJ Grove City, Pa.; WSTV Steubenville, Ohio; WTRC Elkhart, Ind.; WWGS Tifton, Ga.; KBRS Springdale, Ark.; KOWB Laramie, Wyo.; KWPM West Plains, Mo.; WFIG Sumter, S. C.; WJCM Sebring, Fla.; WJPF Herrin, Ill.; WKRC Oil City, Pa.; WKUL Cullman, Ala.; WTWN St. Johnsbury, Vt.

Granted Waiver of Sec. 3.265

WPAY-FM Portsmouth, Ohio, The Scioto Bcstg. Co.—Granted waiver of sec. 3.265 of rules to permit operation of station by remote control from trans. site of WPAY, for period Feb. 1 to Aug. 1, 1953; engineering conditions.

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January 15 Decisions

ACTIONS ON MOTIONS

By Commissioner Eugene H. Merrill

KFNF Lincoln, Neb., Capital Bcstg. Co.—Denied petition for dismissal without prejudice of application for CP (Docket 9813 BP-7805); application dismissed with prejudice.

KLCN Blytheville, Ark., Harold L. Sudbury—Granted petition for acceptance of late filing of appearance in proceeding re application for mod. CP (Docket 10349 BMP-5961).

Chief, Broadcast Bureau—Granted petition for extension of time to Jan. 19, 1953, to file exceptions to initial decision released re application of St. Joseph Valley Bcstg. Corp. (WJVA), South Bend, Ind., for renewal of license (Docket 9692) and transfer of control (Docket 10065).

By Hearing Examiner William G. Butts

James Gerity Jr., Pontiac, Mich.—Granted petition to amend application for CP (Docket 10346 BP-8651) to make various changes in engineering statement.

By Hearing Examiner Thomas H. Donahue

Sacramento Bcstrs. Inc., Sacramento, Calif.—Granted petition to amend application for CP for new TV station (Docket 9012 BPCT-411) to show increased cost of construction, increased estimated operating cost, etc.

By Hearing Examiner Annie Neal Huntting

Smith Radio Co., Port Arthur, Tex.—Granted petition to accept late appearance in proceeding re application (Docket 10352) and that of Port Arthur College (Docket 10285) for CP's for new TV stations in Port Arthur, Tex. Also ordered that depositions listed in notice of taking of depositions shall not be taken on Jan. 15, 1953, in Port Arthur, and denied requests for subpoenas to compel attendance of witnesses on that date and for order permitting taking of depositions on that date.

By Hearing Examiner H. Gifford Irion

Chief, Broadcast Bureau—Granted petition for indefinite continuance of hearing, which was scheduled for Jan. 12, 1953, since respondents failed to comply to Commission directives of December 15, 1952, in matter of cease and desist orders to be directed against WGNS Inc. (Docket 10337), Garth Fort Freeze (Docket 10339) and Cecil Elrod Jr. (Docket 10338).

By Hearing Examiner H. B. Hutchison

Mid-Continent Television Inc., Wichita, Kan.—Granted petition to amend application for CP for new TV station (Docket 10262 BPCT-964) to show a change in location of main studio proposed.

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By Hearing Examiner Elizabeth C. Smith

Portland Television Inc., Portland, Ore.—Granted petition to amend application for CP for new TV station to show typographical and other corrective changes (Docket 10245 BPCT-956).

January 15 Applications

ACCEPTED FOR FILING

Change Name

WJHO Opelika, Ala., Opelika-Auburn Bcstg. Co.—Mod. license to change name from Yetta G. Samford, C. S. Shealy and Aileen M. Samford, executrix of estate of Thomas D. Samford Jr., deceased, and Miles H. Ferguson d/b as Opelika-Auburn Bcstg. Co., to Yetta G. Samford, C. S. Shealy, Ailen M. Martin (executrix of estate of Thomas D. Samford) and Miles H. Ferguson d/b as Opelika-Auburn Bcstg. Co. (BML-1534).

Change DA System

KAFY Bakersfield, Calif., Bakersfield Bcstg. Co.—Mod. license to change from DA-DN to DA-N. AMENDED to change from DA-N to DA-DN (BML-1490 AMENDED).

January 16 Decisions

ACTIONS ON MOTIONS

By Hearing Examiner H. B. Hutchison

Garden State Bcstg. Co., Atlantic City, N. J.—Granted motion to reopen record in proceeding re application and those of Atlantic City Bcstg. Co., Press-Union Pub. Co., Atlantic City, N. J., and Max M. Leon Inc., Philadelphia, for CP's (Dockets 10119 et al.) for purpose of admitting into evidence Garden State Bcstg. Co.'s exhibit No. 17, and upon such admission, record was closed. Granted motion for correction in certain respects of transcript of hearing in same proceeding.

By Hearing Examiner Benito Gaguine

WJR The Goodwill Station Inc., Flint, Mich.—By memorandum opinion and order granted petition to amend application for CP for new TV (Docket 10268 BPCT-967) to move trans. site and in certain other minor particulars which are corrective in nature.

By Hearing Examiner Elizabeth C. Smith

Westinghouse Radio Stations Inc., Portland, Ore.—Granted petition to amend application for CP for new TV to show (1) increase in height of tower and ant. from 1,300 ft. above mean sea level to 1,654 ft. and its effect on A and B predicted contours; and (2) resulting increase in estimated cost of ant. system (Docket 9138 BPCT-494).

North Pacific Television Inc., Portland, Ore.—By memorandum opinion and order denied petition for continuance of hearing on TV applications for Ch. 8 (Docket 10319 et al.), from presently scheduled date of Jan. 26 to April 1, 1953.

North Pacific Television Inc., Portland, Ore.—By memorandum opinion and order, ordered that depositions set forth in notice of taking of depositions given by North Pacific Television Inc., in consolidated proceeding (Docket 10319 et al.) under date of Jan. 8, as amended on Jan. 9, 1953, shall not be taken as therein specified.

By Hearing Examiner James D. Cunningham

WBZ Boston, Mass., Westinghouse Radio Stations Inc.—Denied request for continuance of hearing from Jan. 21 to April 1, 1953, re application of Albuquerque Bcstg. Co. (KOB), Albuquerque, N. M., for extension of SSA (Docket 10336); and further ordered that said hearing is continued to Feb. 11, 1953.

January 16 Applications

ACCEPTED FOR FILING

Replace Expired CP

KSWB Yuma, Ariz., Henry Chester Darwin and Robert Henry Armstrong d/b as Southwestern Bcstg. Co.—License for CP (BP-8627), replacing expired CP as mod. (BP-7806), which authorized new AM. AMENDED to change name of applicant to Maricopa Bcstrs. Inc. (BL-4847).

License Renewals

Following stations request renewal of license: **KRDO Colorado Springs,** Pikes Peak Bcstg. Co. (BR-1486); **KGEK Sterling, Col.,** Elmer G. Beehler (BR-120); **WGAU Athens, Ga.,** J. K. Patrick, Earl B. Braswell, Tate Wright and C. A. Rowland d/b as J. K. Patrick & Co. (BR-961); **KDAL Duluth, Minn.,** Red River Bcstg. Co. (BR-662); **KDMA Montevideo, Minn.,** Midwest Bcstg. Corp. (BR-2688); **KWOA Worthington, Minn.,** Worthington Bcstg. Co. (BR-2026); **KGHL Billings, Mont.,** Northwestern Auto Supply Co. (BR-737); **KFBB Great Falls, Mont.,** Buttrey Broadcast Inc. (BR-125); **KOJM Havre, Mont.,** North Montana Bcstg. Co. (BR-2174); **KFYR Bismarck, N. D.,** Meyer Bcstg. Co. (BR-654); **KOVC Valley City, N. D.,** KOVC Inc. (BR-898); **KABR Aberdeen, S. D.,** Delbert T. Hunt tr/as Aberdeen Broadcast Service (BR-2699); **KORN Mitchell, S. D.,** Raymond V. Eppel and Jas. P. Ryan d/b as Mitchell Bcstg. Assn. (BR-1701); **KELO Sioux Falls, S. D.,** Midcontinent Bcstg. Co. (BR-940); **WBRC-TV Birmingham, Ala.,** Birmingham Bcstg. Co. (BRCT-73); **WAFM-TV Birmingham, Ala.,** The Television Corp. (BRCT-35); **WNHC-TV New Haven, Conn.,** The Elm City Bcstg. Corp. (BRCT-28); **WNAC-TV Boston,** General Teleradio Inc. (BRCT-63); **WCCO-TV Minneapolis,** Midwest Radio-Television Inc. (BRCT-49); **KSTP-TV St. Paul,** KSTP Inc. (BRCT-46).

January 19 Decisions

BY BROADCAST BUREAU

Granted CP

KVOP Plainview, Tex., KVOP Inc.—Granted CP to change ant., trans. location and change studio location (BP-8694).

WLOK Lima, Ohio, WLOK Inc.—Granted CP to install new tower and ground system and mount TV ant. on top (BP-8612).

Modification of CP

KBBA Benton Ark., Benton Bcstg. Service—Granted mod. CP for approval of ant., trans. and studio location and change type trans. (BMP-6073).

Extension of Completion Date

WCAM Camden, N. J., City of Camden—Granted mod. CP for extension of completion date to 4-1-53 (BMP-6160).

WVAM-FM Altoona, Pa., The General Bcstg. Corp.—Granted mod. CP for extension of completion date to 7-1-53 (BMPH-4805).

Change Transmitter Location

KFMJ Tulsa, Okla., Fred Jones Bcstg. Co.—Granted license covering change in trans. location (BL-4852).

Granted License

WVOW-FM Logan, W. Va., Logan Bcstg. Corp.—Granted license for CP (BPH-1780), which replaced BPH-1674 as mod., which authorized new FM, and which expired 7-1-52 (BLH-862).

Increase Antenna Height

WKEU Griffin, Ga., Radio Station WKEU—Granted CP to increase height of vertical ant. (BP-8086).

Granted CP

WNEB Worcester, Mass., New England Bcstg. Co.—Granted CP to change ant., trans. location and change studio location (BP-8695).

Modification of CP

KCHY Cheyenne, Wyo., Philip D. Jackson—Granted mod. CP for approval of ant., trans. and studio location (BMP-6089).

WBTN Bennington, Vt., Catamount Bcstrs. Inc.—Granted mod. CP for approval of ant., trans. and studio location (BMP-6080).

KVSP Lubbock, Tex., Hub Bcstg. Co.—Granted

VULCAN TOWER
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Tall Towers for Supporting Television Antennae
Expanded facilities insure quick delivery
Vulcan Tower Company
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RUSSELL P. MAY
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1 Riverside Road—RIverside 7-2153
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3733 Kanawha St., N. W., Wash., D. C.
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230 BANKERS INVESTMENT BLDG.
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All other classifications 30¢ per word—*$4.00 minimum* • Display ads. $15.00 per inch

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BROADCASTING • TELECASTING, 870 National Press Bldg., Washington 4, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc. sent to box numbers are sent at owner's risk. BROADCASTING • TELECASTING expressly repudiates any liability or responsibility for their custody or return.

Help Wanted

Salesmen

Experienced local salesman wanted by 5,000 watt CBS New England affiliate tops in its field. Salary and commission. Earning power excellent and advancement assured to steady, reliable, persevering man. If applicant is TV minded will have opportunity in not too distant future. Applications confidential. Send full details to Box 397S, BROADCASTING • TELECASTING.

Salesman for local accounts. Salary plus commission. Good market. Texas ABC station. Box 460S, BROADCASTING • TELECASTING.

Top quality salesman wanted. 5,000 watt daytimer going on air February. Major Virginia market. Box 511S, BROADCASTING • TELECASTING.

Experienced radio salesman with top client references and proof of selling ability. NBC station operating both radio and television. Guarantee to start, commissions as soon as established, and $8,000 to $10,000 position. Write giving full details and photo. Box 552S, BROADCASTING • TELECASTING.

Radio salesman—Good opportunity for young, energetic man or woman in Ohio city of 100,000, at ABC affiliate. Send qualifications and references to Box 588S, BROADCASTING • TELECASTING.

KUDL, Kansas City on air about May 1 needs two top salesmen. $100 weekly guaranteed first $500 business; 10% on next thousand; 15% over that. You know what we want! Send details to KTFS, Texarkana, Texas.

Salesman-announcer position available immediately. Experience both fields essential. Salary and commission setup with equitable start. Airmail complete resume to Manager, Station WLYC, 331 Pine St., Williamsport, Pa. No phone calls, please.

We're looking for one, maybe two, aggressive young salesmen with a good basic knowledge of radio. For the person willing to exert the necessary energy we offer $100.00 a week guarantee against 15% commission with an unlimited future in a major Southern market. Basic requirements are enthusiasm for selling radio, willingness to spend the time required to produce and a desire to make money. Contact Commercial Manager, WBGE, Atlanta, Georgia.

WPAZ, Pottstown, Penna., needs salesman to be assistant sales manager. Wonderful staff, excellent market, applicant must know radio from announcing to selling. Salary plus commission, ability more important than experience.

Regional 'indie' needs 'go-getter' in good radio market. No TV competition. $$$$ and chance to advance commensurate with ability. Will not consider less than 3 years experience broadcasting. Must have proven background in sales. Will accept only well prepared resumes for consideration. Write J. Fitzpatrick, General Manager, WLYC, Williamsport, Pennsylvania.

Announcers

Announcer with first class license. Experience necessary. Small town, 250-watt operation with good salary and living conditions. Box 341S, BROADCASTING • TELECASTING.

Announcer-disc jockey with proven successful DJ record in competitive large market operation. $85.00 start with regularly scheduled increases to $100.00 weekly. Station located large Central-South market. TV future. Send audition, photo and complete background. Confidential. Box 369S, BROADCASTING • TELECASTING.

Newscaster plus regular announcing shift. Permanent. Texas location. Tell all. Box 459S, BROADCASTING • TELECASTING.

First rate announcer or disc jockey wanted. 5,000 watt daytimer. Major Virginia market. Box 512S, BROADCASTING • TELECASTING.

Announcer-engineer, $300. Photo, qualifications only, first letter. Box 597S, BROADCASTING • TELECASTING.

Help Wanted (Cont'd)

Regional Minnesota network station wants announcer good on writing and announcing news. Must have car. Good salary. Chance to earn extra money selling. Box 623S, BROADCASTING • TELECASTING.

Announcer. One who is also interested in part-time selling. Net affiliate in small East Tennessee town. $65 week to start. Write details and send audition to Box 625S, BROADCASTING • TELECASTING.

Staff announcer or combination man, progressive independent, contact Manager, KCFH, Cuero, Texas.

Wanted: Newsman-DJ. Rewrite preferred. Must have mature, authoritative delivery for 5000 watt network affiliate in Montana's largest city. Send tape, work, background, late photo with first letter to KMON, Great Falls, Montana.

Announcer-engineer with first phone. Emphasis announcing. $86.40 for 40 hours. Send letter and audition to KREM, Spokane, Washington.

Personality announcer with first class ticket. $2.18 hour plus regular overtime. Fine working conditions. Send tape and full information, KSPO, Spokane, Washington.

Adding combo-man, heavy on announcing. $1.60 per hour, plus overtime, 6 day 47 hour week. Permanent. Excellent opportunity, advances for qualified man. Tape, background to Mike Barrett, Owner & Manager, KTFY, Brownfield, Texas.

Morning and news announcer. Airmail audition, photo, background. KXJK, Forest City, Arkansas.

Announcer-engineer needed, with emphasis on announcing. Also straight announcer. Must be good. Contact Paul Reid, WCEH, Hawkinsville, Georgia.

Announcer-salesman with emphasis on sales. $80 guarantee. 5000 watt network station, established 25 years. Money-making opportunity for ambitious, capable young man who can make place for himself in station of high standards. Send audition and resume to WGH, Norfolk, Virginia.

Staff announcer, strong on music shows but must be versatile. Contact Program Director, WJAC, Johnstown, Pa.

Announcer with console board experience for newspaper affiliated regional net station. WKTY, La Crosse, Wisconsin.

Immediate opening — Experienced announcer. Permanent position. Disc or tape, photo first letter. WMLT, Dublin, Georgia.

Immediate opening announcer-engineer. Neat, honest and sober. Emphasis announcing. Salary $70 to $80. NBC Affiliate. Call, wire Radio Station WMNC, Morganton, N. C.

Wanted: Good announcer with TV future. Permanent. WMSL, Decatur, Alabama.

Announcer-engineer with first class license needed. Good salary, 40 hour week with time and half for overtime. WOAP, Owosso, Michigan.

Independent Midwest 1,000 watt station has need of announcer-engineer with first class ticket. Good starting salary and liberal vacation. Send replies to James Hilderbrand, Radio Station WTIM, Taylorville, Illinois.

Combination announcer - engineer, first class ticket. Permanent. WWGS, Tifton, Georgia.

Sportsman for college football and regional baseball. Personal interview only. Palmetto Network, Anderson, S. C.

Technical

First class engineer. No experience required. Virginia network station. Box 238K, BROADCASTING • TELECASTING.

First class radio engineer wanted. $75.00 weekly. 1,000 watt station near Atlanta, Georgia. BOX 566S, BROADCASTING • TELECASTING.

Got a first class ticket? New York State indie with TV future has immediate opening. Security for you. Box 599S, BROADCASTING • TELECASTING.

Help Wanted—(Cont'd.)

First class radio-phone operator. No Experience required. State salary requirements. Box 621S, BROADCASTING • TELECASTING.

Chief engineer. Wanted by radio station in one of the most progressive towns in the Southwest. CBS affiliate. Mild winter climate. Modern house facilities provided. Excellent working conditions. Write complete information concerning yourself plus photo to Box 624S, BROADCASTING • TELECASTING.

Network affiliate needs engineers for transmitter watch. 44 hour week—$60 to $80 a week dependent upon experience. Box 626S, BROADCASTING • TELECASTING.

Wanted immediately, first class engineer. No experience necessary, good working conditions. CBS affiliated. write or wire Norman Loose, Manager, KAVE, Carlsbad, New Mexico.

Engineer-announcer for an aggressive station. $74.00 for 40 hour week to begin. Radio Station KCHA, Charles City, Iowa.

Colorado-engineer with first class license. KCOL, Fort Collins, Colorado.

Nebraska. First class engineer-announcer wanted for combination job. Up to $280 to start. 40 hour week. Overtime available. KCOW, Alliance, Nebraska. Also need announcer-salesman.

Wanted: Transmitter engineer with first-class license, immediate opening, good salary, insurance, vacation benefits. KSDN, Aberdeen, South Dakota.

1st class radio-phone operator, experience unnecessary, state salary requirements, WGCD, Chester, S. C.

Wanted: First class ticket holder for transmitter shift. No announcing. Car helpful, not necessity. WKBI, St. Marys, Penna.

Chief engineer. 250 watt with TV application, must be experienced remotes and maintenance. Available two weeks. Chief Engineer, WKNY, Kingston, New York.

Wanted-engineer: Engineer-first phone transmitter operator with TV future. Experience not necessary. WMSL, Decatur, Alabama.

Combination or engineer, full details in first letter. WRIC, Richlands, Va.

Transmitter engineer for 5000 watt directional AM. Write or wire Leroy Kilpatrick, WSAZ, Inc., Huntington, West Virginia.

First phone; transmitter operator. WSYB, Rutland, Vermont.

WUSJ, Lockport, N. Y. has immediate openings for two first ticket men. Excellent working conditions and opportunities. Contact Jack Gelzer, Manager.

Production-Programming, Others

Copywriter experienced. Good position with 1,000 watt Midwest station. Good salary, based on experience, for man or young woman who can produce live-wire commercial copy. Send full particulars, photo and sample scripts with first letter. Box 417S, BROADCASTING • TELECASTING.

Experienced radio continuity director for Midwest NBC station. Heavy commercial schedule. Must have ability to direct department, originate ideas and produce selling copy. Agency or station experience acceptable. Excellent opportunity with company now operating both radio and television stations. Send complete details. Box 553S, BROADCASTING • TELECASTING.

Women's editor-copywriter, experienced, mature, no prima donna. Excellent opportunity, top organization and working conditions with every employee benefit. Nice-sized, upper New York State community. TV plans. Give complete resume including sample commercials and audition. Box 595S, BROADCASTING • TELECASTING.

News writer-leg man, experienced. Wanted by Midwest 5 kw as city editor in three man full-time department. Must have ability for highly competitive news market. Passable voice required for work with portable tape recorder. Salary above par. Send complete information and audition to Box 615S, BROADCASTING • TELECASTING.

Commercial copywriter for regional independent station. Girl preferred. Box 619S, BROADCASTING • TELECASTING.

Commercial copywriter capable of creating good selling radio copy. Woman preferred who is capable of some air work and developing her own program. Give radio station experience, age, marital status, salary requirements, photo, audition. Permanent position with 26 year old station. KSEI, Pocatello, Idaho.

Copywriter to write commercial continuity and promotional features for AM and TV. Send references and small photo. WBCK, Battle Creek, Michigan.

Help Wanted (Cont'd)

Program director-announcer. Immediate opening in well-established North Florida network station. Good salary. Good working conditions, opportunity to advance. Send letter and tape to WBSF Pensacola, Florida.

Assistant continuity department, immediately. Young man or girl. Experience preferred. Will train if you qualify. State experience, age, education, salary desired, availability. WLEC, Sandusky, Ohio.

Copywriter—Radio and television. Salary based on experience for man or woman who can produce live-wire commercial copy in volume. Send full particulars and sample scripts with first letter. WOOD, Grand Rapids, Michigan.

TELEVISION

Technical

New Illinois TV station has opening for experienced film technician capable of setting functionable film department. Write Box 629S, BROADCASTING • TELECASTING.

Production, Programming, Others

Production director-announcer. New UHF accepting application for experienced man to handle line programming. Experience in TV continuity and traffic important. Box 630S, BROADCASTING • TELECASTING.

Situations Wanted

Managerial

Efficient, stable, experienced manager available immediately. Have money to invest if required. Box 531S, BROADCASTING • TELECASTING.

I can make your radio station pay you a real profit. Fifteen years in radio, eight as manager-commercial manager. Operate efficiently small staff, small monthly nub. Act as combo manager-sales manager; program director; part-time announcer, personally. Prefer medium-sized town in South. Results guaranteed in one year or contract cancelled. Best trade references. Available February 15th. $100.00 weekly plus 10% of net. Write Box 589S, BROADCASTING • TELECASTING.

Successful commercial manager with engineering background, business management and personnel experience. Want managership. Sober, steady, family. Michigan preferred, consider all. Box 598S, BROADCASTING • TELECASTING.

Sucessful manager of local station seeking new, permanent opportunity. Box 601S, BROADCASTING • TELECASTING.

Successful local station manager available. Local sales, announces, civic minded and real money-maker. Box 603S, BROADCASTING • TELECASTING.

Station manager, 4 years with same owner, one of the top ten markets, manager past two years, record of December 1952 billing nine times January 1951 billing, desires change. 36 years old, married, two children, sober. Only interested in large market operation. Box 608S, BROADCASTING • TELECASTING.

Available immediately, manager or commercial manager, 15 years experience, recently resigned as commercial manager metropolitan independent after tripling sales in 18 months. Box 618S, BROADCASTING • TELECASTING.

Experienced TV and AM salesmanager, now located in one of the nation's top ten markets with basic network station, is interested in making an immediate change. Prefer sales manager's job but, if straight selling required as prerequisite for this position to prove ability, am willing to gamble. Excellent references from local and national leaders. Married. Age 37. Four children. Sober. My employer knows of this ad. Contact George L. Griesbauer, 5923 Conway Rd., Bethesda, Md.

Announcers

Newscaster, reporter, SDX - NARND member, wire service and newspaper correspondent, journalism degree, currently network affiliate newscaster. 5 years experience. Box 465S, BROADCASTING • TELECASTING.

Experienced Western—hillbilly DJ, have ticket, musical talent, ability, ambition, also experienced in news, copywriting, board work, remotes. Do entire musical show myself or augment with records. Available immediately. Box 514S, BROADCASTING • TELECASTING.

I can make money for you! Personality DJ, 26, twelve years experience. Network. Single, will travel. Not expensive. Let's talk. Box 564S, BROADCASTING • TELECASTING.

Experienced sportscaster-announcer will invest while working station. Young, family. Box 571S, BROADCASTING • TELECASTING.

Situations Wanted—(Cont'd.)

Announcer-copywriter: Good field, good hit, good throw; good pay. Box 585S, BROADCASTING • TELECASTING.

Chief engineer-announcer: Five years experience, 2½ combo; 2½ chief. Excellent references; 27; married; one child. Prefer Upper Midwest. Available immediately. Box 590S, BROADCASTING • TELECASTING.

Disc jockey-announcer, writer, 32, single. Eight years experience. Desire AM-TV outlet. However, all replies considered. Locale important. Box 594S, BROADCASTING • TELECASTING.

Experienced announcer. College degree. Presently news editor. Sports and board background. Desires new location in market of progressive station. Tape on request. Box 598S, BROADCASTING • TELECASTING.

Opportunity station acquire top announcer. Decade experience. All phases. Immediate. Box 602S, BROADCASTING • TELECASTING.

Announcer, draft exempt, experience light, can create an audience pull. Box 604S, BROADCASTING • TELECASTING.

Let me be your Girl Friday every day of the week. Disc shows, women's features, interviews, kiddie shows, copywriting. Pleasing air personality, dramatic background, photogenic for TV. Send for disc and photo. Box 607S, BROADCASTING • TELECASTING.

Baseball announcer. Terrific say thousands. $80 minimum. Box 609S, BROADCASTING • TELECASTING.

Trained, aggressive news, sportsman; accent local coverage; gather, write, air material; 2 years radio, 4 years newspaper background. Single, draft exempt. Box 611S, BROADCASTING • TELECASTING.

Newscaster-announcer, three years experience all phases, except sports. Married, draft exempt. Interested in advancement. Salary expected $90. Box 613S, BROADCASTING • TELECASTING.

Announcer, deejay, combo man. Heavy on news and music. Available immediately. Send for audition. Box 614S, BROADCASTING • TELECASTING.

Newsman. Ability, experience, ideas, voice. Now news and program director. No future present location. All offers considered. East Coast preferred. Write Box 617S, BROADCASTING • TELECASTING.

Situations Wanted—(Cont'd.)

Radio news work wanted. Some announcing experience, 25, vet, journalism grad, consider any good station, available immediately. Get complete details. Box 622S, BROADCASTING • TELECASTING.

Three years experience, all phases announcing, independent and network operations. Pleasant air personality, strong on DJ, first phone, married veteran, 25, available immediately, live anywhere. State salary and hours. Box 627S, BROADCASTING • TELECASTING.

Announcer: Six years experience all phases net and indie. WJOL, Joliet, Illinois.

Announcer, DJ, news, board man, Pathfinder graduate. No drinker, smoker, or floater. Florida only. Dick David, 5101 8th Street, N. W., Washington, D. C.

Good commercial announcer, strong on news and sports, capable DJ, control board operator, light experience. Single, reliable, draft exempt, available now, resume, disc., tape, references. Hal Harris, 416 Grand Street, New York City, N. Y.

Announcer, newscaster, light experience strong DJ, handle control board, seeks opportunity smaller community. Reliable, conscientious, free to travel. Tape, resume, photo, references, Rudie Hoffman, 7035 68th Street, Glendale, N. Y.

Announcer, DJ, handle control board. Light experience. Desires staff position, small station operation for development. Young, hard worker. Determined career. Free to travel. Available. Resume, disc, reference. Joseph Kovar, 426 East 71st St., New York City, Tel. Regent 4-7496.

Do you need a permanent staff announcer, married, draft exempt, hard worker. Contact E. H. Osborn, KTBB, Tyler, Texas or call 48916, Tyler.

Technical

Chief engineer or engineer: Experienced with directionals, also high frequency, high powered stations. Can build station from C. P. Available immediately. All inquiries answered confidentially. Prefer Southeast. Box 476S, BROADCASTING • TELECASTING.

First phone operator for downtown console, transmitter trick, Midwest local. Minimum $73.00 weekly if experienced. Will consider beginner. Box 479S, BROADCASTING • TELECASTING.

(Continued on next page)

In operation over twenty years
this 5 kw fulltime station
operating in one of the fifteen major markets
with VHF television application pending
is seeking a . . .

PROMOTION and PUBLIC RELATIONS DIRECTOR

with the knowhow and initiative to recognize and evaluate the many aspects of broadcasting as applied to this station and market, then utilize these assets to the utmost in public service and sales promotion.

This is an executive position with high responsibility. It requires outstanding ability to plan policy and coordinate efforts of various departments. If you are interested in a real opportunity and can qualify please write telling us about yourself and what you have done. Top salary for the right man. Replies will be held in strictest confidence.

Box 612S,
BROADCASTING • TELECASTING

XUM

Situations Wanted—(Cont'd.)

Announcer. First phone. Good voice. Strong on commercials. Interested in respected, well organized station, stable equipment and personnel. Eighty dollars minimum. Box 587S, BROADCASTING • TELECASTING.

Engineer: Eight years experience in transmitter operation. Single and draft exempt. Prefer Texas or Oklahoma. Available immediately. Box 592S, BROADCASTING • TELECASTING.

Available immediately. Draft exempt. 10½ months AM experience. 1st phone. Prefers N. Y. C. Box 610S, BROADCASTING. • TELECASTING.

First phone. Vet. Now working, months experience, console, transmitter. Box 628S, BROADCASTING • TELECASTING.

First phone desires position. 9 years AT&T, 3 years military with high-power transmitters, no broadcast experience. Hobby amateur radio. First class technician. Single, 31. Anywhere. John G. Johnson, 253 S. Grand, Los Angeles 12, Calif.

Production-Programming, Others

Korean veteran, journalism graduate looking for position with future in metropolitan area. Six years programming and announcing. Tape on request. Box 483S, BROADCASTING • TELECASTING.

Two-man news team wants spots with solid regional, strong on direct news coverage. Box 505S, BROADCASTING • TELECASTING.

TELEVISION

Production-Programming, Others

Girl with traffic, some copy, interviewing experience desires station where possibility to learn every phase available. Box 620S, BROADCASTING • TELECASTING.

I have experience and background in all aspects of programming with special emphasis on film. Presently employed major East Coast TV station. Interested in only top staff positions in new market areas. Resume on request. Box 631S, BROADCASTING • TELECASTING.

For Sale

Stations

Southwest 1000 watt network single station market, including combination building, annual net $23,000 priced $105,000. Box 515S, BROADCASTING • TELECASTING.

Fulltime local in good Western farming town. Terms. Box 545S, BROADCASTING • TELECASTING.

Western and Midwestern stations. All prices. Jack L. Stoll & Associates, 4958 Melrose Ave., Los Angeles 29, California.

Equipment, etc.

For sale: Gen. Radio ⇄ 1932A distortion meter. Hewlett Packard oscillator. Gen. Radio ⇄546C microvolter. Box 521S, BROADCASTING • TELECASTING.

For sale: GE 3 kw FM transmitter, GE 4BY4A GE FM antenna, GE BM1A frequency and modulation monitor, GE 4BC3A transmitter console, two GE 4FA cabinet racks, some spare parts. Used three years. Excellent condition. Box 606S, BROADCASTING • TELECASTING.

Two W. E. 109A reproducer groups—$60.00 each. One composite portable transmitter, 75 watts—$75.00. Write Box 2046, Fort Worth, Texas.

For Sale—(Cont'd.)

For sale: 400 ft. stainless steel tower suitable for television mast, completely lighted. Write or wire A. B. Robinson, Dixie Broadcasting Company, Jackson, Tennessee.

For sale: 1 Gates SA-38 MO-2996 limiting amplifier used one year, excellent condition. Contact WGSM, Huntington, Long Island. Price $275.00.

For sale 2 Western Electric 106A line amplifiers with extra set of tubes for each, $100 each. Also 2 Western Electric 9A pick-up arms and equalizers, $85 each. Contact John Henninger, Radio Station WIBG, Philadelphia, Pa.

Complete GE 3 kw FM station, whole or part. For information — WICE, Providence, Rhode Island.

One RCA recording attachment, type 72-DX brand new, in original carton. Complete with all attachments except recording head. Will sacrifice for $225.00, WISL, Shamokin, Penna.

RCA 69C distortion meter. Excellent condition. We bought it new 1947. Immediate delivery. $250.00. Also other test equipment. Write for details. WKYB, Paducah, Kentucky.

For Sale: All new Collins 20 V transmitter. Extra set tubes. In original crate, not been used. WMSL, Decatur, Alabama.

RCA 76 B1 console. Good condition. Guaranteed within original performance spec. Best offer. WSLB, Ogdensburg, New York.

Lapel buttons, car plates, microphone plates, banners, ties; program logs, engineers logs, continuity sheets, etc. Send for listings. James & James, Inc., 201 Eustis Street, Huntsville, Alabama.

Ampex tape recorders, two demonstrators. A real bargain at $695.00 each. 18 months to pay on approval of your credit. Radio Engineering Company, 908 Kansas Avenue, Topeka, Kansas.

Westinghouse FM-3 transmitter. 3 kw output set up for 102.9 mc operation, excellent condition. Write or phone. C. Winkler, 48th & Vine, Lincoln, Nebraska.

For sale: All equipment needed for installation of 250 watt Collins transmitter. Bargain. Write or wire A. B. Robinson, Dixie Broadcasting Company, Jackson, Tennessee.

Wanted to Buy

Stations

Manager of many years experience desires to invest and assume management good station. Box 532S, BROADCASTING • TELECASTING.

Small or medium sized Wisconsin radio station. We have other radio properties and are interested in expanding our interests. All information furnished will be kept confidential. Pictures and other material will be returned upon request. Box 600S, BROADCASTING • TELECASTING.

Radio station any size West, Southwest, West Coast, Northwest. Give complete information, write, wire: Morgan, KLO, Ogden, Utah.

Equipment, etc.

Wanted to buy sound level meter and Octave band noise analyzer. Box 520S, BROADCASTING • TELECASTING.

Wanted to Buy—(Cont'd.)

Wanted 1000 or 5000 watt AM transmitter. Associated equipment including studio. Send details. Box 578S, BROADCASTING • TELECASTING.

FM transmitter. 3 kw. Prefer RCA. Box 586S, BROADCASTING • TELECASTING.

Wanted: 3 kw. FM transmitter, antenna coax and monitor. Give history, price separately and complete. Box 591S, BROADCASTING • TELECASTING.

Wanted—complete equipment for 250 watt AM station or any part thereof. Price must be reasonable and equipment in good condition. Box 605S, BROADCASTING • TELECASTING.

Used 500 or 1000 watt transmitter approved by FCC, also used frequency monitor and modulation monitor. Box 366, Indianola, Miss.

Used, serviceable Cook-Fairchild-Van Epps or Presto 1D cutter head. WCFM, 1120 Connecticut Ave., N. W., Washington 6, D. C.

Miscellaneous

Free. 30 sure-fire radio gags to introduce new $1 week joke service. Box 593S, BROADCASTING • TELECASTING.

Commercial crystals and new or replacement broadcast crystals for Bliley, Western Electric, RCA holders, etc., fastest service. Also monitor and frequency measuring service. Eidson Electronic Co., Temple, Texas, phone 3-3901

FCC first-phone in 6 weeks. Both residence and correspondence courses available. Grantham Radio License School, 6064 Hollywood Blvd., Hollywood 28, California.

Help Wanted

Salesmen

EARN $10,000 OR MORE in '53

Liberal commissions paid by Top Radio ET & TV Film Producer. Exclusive territories granted to "live wires." Write Box 495S, BROADCASTING • TELECASTING.

SALESMEN

No, we didn't find the man. We have two salesmen; one earned over $20,000.00, the other over $14,000.00 in 1952. The man we select should make $10,000.00-$20,000.00 with top station in market over 800,000. Rush resume and late snapshot to Box 632S, BROADCASTING • TELECASTING. Can interview applicants in Eastern area in New York February 2-8.

Announcers

Announcer, experienced only, preferably with First Class license, but will consider unlicensed applicants capable of learning control board operation. Good pay guaranteed in accordance with your own ability to fulfill our requirements. Apply by letter only, enclose resume of training and experience, together with a recent photograph. State salary requirements. The position we offer affords pleasant work in a modern, congenial atmosphere. Write to J. Gordon Keyworth, General Manager, Radio Station WMNB, 466 Curran Highway, North Adams, Mass.

Are you a GOOD ANNOUNCER

***Authoritative Voice**
***Unaffected**
***Cooperative**
***2 Years' experience**

Salary plus talent fees

Send audition to
M. N. Bostick, KWTX,
Waco, Texas

Situations Wanted

Production, Programming, Others

Young, Single Girl

Program director for WITH in Baltimore for eighteen months plus four years in radio on West Coast. Arriving Los Angeles February 15. Ready to go to work right away.

Box 616S, Broadcasting • Telecasting

Available . . .

Two metropolitan network stations with television applications on file. Almost certain to be granted to individual owners whether residents or not. Metropolitan Daytime only. Profitable—Good market.

R. C. CRISLER & Co.

RADIO STATION BROKERS—FINANCING

CINCINNATI, OHIO

1109 UNION TRUST BLDG. DUNBAR 7775

For Sale

Equipment, etc.

MICRO-WAVE EQUIPMENT

FOR SALE

IMMEDIATE DELIVERY:

NEW, NEVER BEEN USED, GENERAL ELECTRIC TYPE TL-1 MICRO-WAVE LINK, 2000 MC BAND, TRANSMITTER CONTROL UNIT AND RECEIVER MOUNTED IN G.E. CABINET RACKS. INCLUDES TWO SIX FOOT PERFORATED PARABOLAS AND ONE SET OF TUBES. ARRANGED FOR FIXED OR STL OPERATION. CONTROL UNIT CAN BE MOUNTED IN CASES FOR PORTABLE OPERATION. $14,000 F.O.B. FORT WORTH. WRITE OR CALL R. C. STINSON, WBAP-TV, 3900 BARNETT, FORT WORTH, TEXAS. PHONE: LOCKWOOD 1981.

5000 Watt

Dumont Television Transmitter

DuMont 5000 watt Master series low-band television transmitter. Daily operation only since July 1, 1950 by Television Station =106. Surpassed all FCC proof of performance requirements and fully licensed. Dependable and economical operation. Exceptional fine performance record. Tube cost and replacement parts negligible. Modern, compact air-cooled units. Transmitter maintained under direction registered professional engineer with frequent checks by Dumont engineers. Complete factory and station record of performance available and apparatus available for immediate physical inspection and off-the-air observation. Transmitter reasonably priced and will save approximately twenty to thirty thousand dollars without sacrifice of performance for the prospective television station operator targetting for early fall. Reason for sal is due to power increase CP for 100 kw operation. Priority in accordance with arrival of inquiries.

Robert J. Sinnett
Chief Engineer WHBF TV
Telco Building
Rock Island, Illinois
Dial 6-5441

TRANSMISSION LINE and FITTINGS

at a fraction of their cost

Because the FCC assigned us a UHF-TV frequency, we have a quantity of Communication Products Company's type 506 and 505, 50.5 ohm transmission line, originally installed for VHF which had to be replaced. It has never been in use and is in top condition, other than having weathered on the tower during the "freeze". Some of it is brand new, never out of the boxes. It's complete with "O" rings, bolts, connectors, etc. Clean as a whistle inside, carefully boxed for shipment and ready to go. We'll sell the lot at 50% of today's list price.

540 feet 3⅛" Type 101-506 (27-20 ft. lengths)
40 feet 1⅝" Type 114-505 (2-20 ft. lengths)
2-45° 3⅛" Type 73-506 Elbows
3-90° 3⅛" Type 72-506 Elbows
1-3⅛" to 1⅝" Type 85-506 Reducer Assembly
2-45° 1⅝" Type 42-505 Elbows

WKBN BROADCASTING CORP.
3930 Sunset Blvd. Youngstown, Ohio

mod. CP for approval of ant., trans. and studio location and change type trans. (BMP-6079).

WDOB Canton, Miss., Madison County Bcstg. Co.—Granted mod. CP for approval of ant., trans., and main studio location and change type trans.; condition (BMP-5955).

January 21 Applications

ACCEPTED FOR FILING

License Renewals

Following stations request renewal of license: **KLZ Denver,** Aladdin Radio & Television Inc. (BR-110); **KOA Denver,** National Bcstg. Co. (BR-106); **KEXO Grand Junction, Col.,** Voice of Western Colorado Inc. (BR-1938); **KUBC Montrose, Col.,** The Uncompahgre Bcstg. Co. (BR-1759); **KGHF Pueblo, Col.,** Colorado Bcstg. Co. (BR-730); **KROX Crookston, Minn.** (BR-2170); **KGDE Fergus Falls, Minn.,** Fergus Radio Corp. (BR-660); **KTIS Minneapolis,** Northwestern Theological Seminary & Bible Training School (BR-2244); **KUOM Minneapolis,** U. of Minnesota (BR-667); **WLOL Minneapolis,** Independent Bcstg. Co. (BR-1068); **WTCN Minneapolis,** Minnesota Television Public Service Corp. (BR-666); **KANA Anaconda, Mont.,** Mosby's Inc. (BR-1306); **KXLO Lewistown, Mont.,** William G. Kelly (BR-1729); **KGVO Missoula, Mont.,** Mosby's Inc. (BR-796); **WMID Atlantic City, N. J.,** Mid-Atlantic Bcstg. Co. (BR-1724); **KDLR Devils Lake, N. D.,** KDLR Inc. (BR-655); **KDIX Dickinson, N. D.,** Dickinson Radio Assn. (BR-1718); **KIHO Sioux Falls, S. D.,** Big Sioux Bcstg. Co. (BR-2119); **KISD Sioux Falls, S. D.,** KISD Inc. (BR-2059); **WNAX Yankton, S. D.,** Cowles Bcstg. Co. (BR-652); **WOI Ames, Iowa,** Iowa State College of Agriculture and Mechanical Arts (BR-509); **KRIB Mason City, Iowa,** Mason City Bcstg. Co. (BR-1912); **KIMO Independence, Mo.,** The Blue Valley Co. (BR-1570); **KPRS Kansas City,** Twin City Adv. Agency (BR-2318); **KGCU Mandan, N. D.,** Mandan Radio Assn. (BR-658); **KOA-FM Denver,** Metropolitan Television Co. (BRH-662); **KLZ-FM Denver,** Aladdin Radio & Television Inc. (BRH-337); **KOZY (FM) Rapid City, S. D.,** Black Hills Bcstg. Co. (BRH-459).

License for CP

KMYC-FM Marysville, Calif., Marysville-Yuba City Bcstrs. Inc.—License for CP (BPH-1715), as mod., which authorized changes in licensed station (BLH-875).

Extension of Completion Date

WNAC-FM Boston, General Teleradio Inc.—Mod. CP (BPH-1741), which authorized changes in existing FM, for extension of completion date (BMPH-4806).

APPLICATIONS RETURNED

Change Transmitter Location

WNAE Warren, Pa., Northern Allegheny Bcstg. Co.—CP to change trans. location from Warren to Clarendon, Pa.

Employment Service

EXECUTIVE PLACEMENT SERVICE

We have selected General, Commercial and Program Managers; Chief Engineers, Disc Jockeys and other specialists. Delays are costly; tell us your needs today.

HOWARD S. FRAZIER
TV & Radio Management Consultants
708 Bond Bldg., Washington 5, D. C.

Miscellaneous

How about Erecting, Altering, Painting your Tower-Antenna-Lights
We're ready
J. M. HAMILTON & CO.
PAINTING • ERECTING
MAINTENANCE • YEARS OF EXPERIENCE
Box 2432 Tel: 4-2115, Gastonia, N. C.
316 Briland St. Tel: King 8-8230, Alexandria, Va.

SALES MANAGERS

Top new market with HOUSING HEADLINES, a fast-moving 15-minute transcribed series tailored to suit sales promotion needs of builders, suppliers. Home buyer problems, household tips, top interviews featured. 13-week series available at low cost. For particulars write to: Radio Director, National Assn. of Home Builders, 1028 Connecticut Avenue, N. W., Washington, D. C.

Upcoming Events

Jan. 26: Utah Assn. of Broadcasters, Newhouse Hotel, Salt Lake City.

Jan. 26: Continuance of Theatre-TV allocations hearings, FCC Hdqrs., Washington, D. C.

Jan. 26-27: Maritimes Assn. of Broadcasters annual meeting, Fort Cumberland Hotel, Amherst, N. S., Canada.

Jan. 26-27: NARTB Copyright Committee, NARTB Hdqrs., Washington.

Jan. 27: Business Outlook Conference of Washington Board of Trade, Shoreham Hotel, Washington, D. C.

Jan. 29: CBS-TV Workshop for ministers and lay associates, CBS-TV Grand Central Studios, New York.

Jan. 28-30: Eighth Annual Georgia Radio and Television Institute, Henry Grady School of Journalism, U of Georgia, Athens.

Feb. 2-6: NARTB Radio and TV Boards, Bellevue-Biltmore Hotel, Belleair, Fla.

Radio Station and Newspaper

Appraisals

Tax, estate and many other personal problems create the need for an independent appraisal. Extensive experience and a national organization enable Blackburn-Hamilton Company to make accurate, authoritative appraisals in minimum time.

Appraisals • Negotiations • Financing

BLACKBURN - HAMILTON COMPANY

RADIO STATION AND NEWSPAPER BROKERS

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James W. Blackburn
Washington Bldg.
Sterling 3-4341-2

CHICAGO
Ray V. Hamilton
Tribune Tower
Delaware 7-2755-6

SAN FRANCISCO
Lester M. Smith
235 Montgomery St.
Exbrook 2-5672

editorials

Football Fumble

AN EXPERIENCED voice—the only voice that can speak with the authority of 11 years of background in telecasting college football—a few days ago sounded a prophetic warning to the money-minded men who determine the TV sports policy of the nation's top colleges.

Said Francis Murray, U. of Pennsylvania athletic director:

"In a short time you'll all be struggling to get on TV."

Despite his warning, 172 delegates of the National Collegiate Athletic Assn. voted to continue a policy of collusive restraint that in effect allows only one college football game to be broadcast each Saturday. Only 13 delegates voted against a policy of doubtful legality and questionable morality.

Curious, isn't it, that a group of college officials should cling stubbornly to a monopolistic approach to a service whose purported goals are healthy competition and the development of youthful character.

Assuming the question of TV's impact on college football's exchequer is moot, the best answer must be sought in (1) available research and (2) actual experience over a long period.

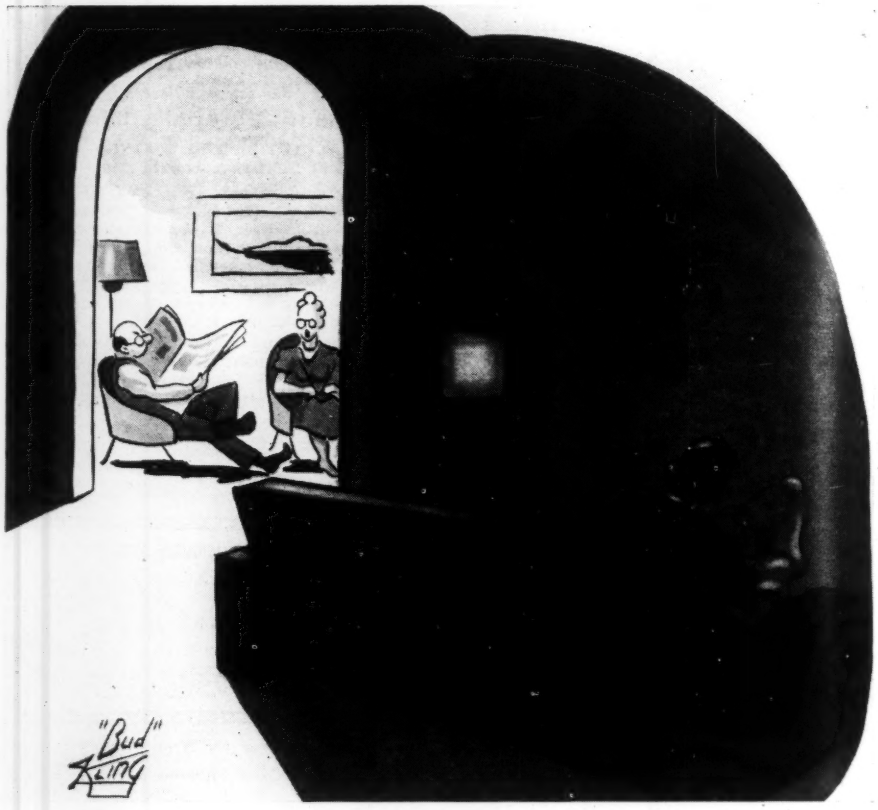
Even NCAA's ardent monopoly advocates will concede privately that available research justifies no firm conclusions that TV ruins the football gate. As to the long-time record, Mr. Murray offers conclusive evidence that 11 years of football TV in the Philadelphia area have not hurt gate receipts.

While colleges tremble over fancied fears that unlimited TV might build up video monopolies at institutions with strong teams, they apparently overlook the fact that only 24 teams took part in the 1952 network schedule contrasted to 96 teams on a four-network basis and a possible several hundred teams if regional and local games were telecast.

The net result is that barely a tenth of the 250 NCAA colleges were allowed access to television. This negative policy deprives nine-tenths of colleges of the chance to demonstrate their sports and educational programs in action. It denies them a sales force that could build many new fans.

In the long run the nation's educators will learn—and they will learn the hard way—that the American way of telecasting and the American principle of free competition will permit no such compromise with the public interest. They will learn that a wholesome sports policy eventually must emerge. They will learn that the enticing lures of metered and theatre service, violative of the democratic principle that programs should be available to all, may permanently damage a sport that already is suffering from overcommercialism.

The pros were first to heed the pointed finger raised by the Dept. of Justice. Both football and baseball club owners, who direct strictly business enterprises, have softened concerted TV and radio controls. Amateurs should be the first to keep their ethics in good repute. Having missed that opportunity they should be willing to learn from the professionals.



Drawn for BROADCASTING • TELECASTING by Bud Kling

"Have you noticed how popular she is since we bought our television set?"

Both Ends of Penna. Ave

RADIO AND television lived another memorable milestone last week. A Government changed hands. And a whole nation witnessed the enthralling spectacle. There were almost as many workers in the radio and television inaugural vineyard as there were spectators a generation ago.

That was the task performed by free American broadcasting as the electronic chronicler of events as they occur. It was possible because in the United States there is free radio and television. In this interplay of competition, 150 million Americans could hear or see and hear what transpired on historic Pennsylvania Avenue. They had a choice.

In other nations — where Government monopolies control broadcasting—there is no choice.

Broadcasters did this job as their duty. They want to do more. Opportunities may be ahead. President Eisenhower is pondering a monthly "news conference" broadcast, presumably patterned on the FDR fireside chat. The House ban has been rescinded by GOP Speaker Martin. The Senate allows pickups in the discretion of Committee chairmen. The day of the radio and TV floor debates may not be distant.

Meanwhile, some 3,000 radio and television broadcasters are awaiting anxiously word from the new occupant of 1600 Penna. Ave. on the new composition of the FCC. They hope fervently that the new appointees will be wise administrators, and not political has-beens.

Cloud Dispelled

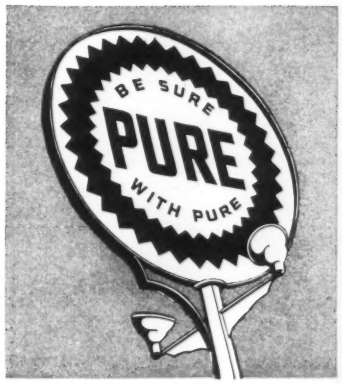
PERHAPS the final official act of outgoing Attorney General James P. McGranery last Monday—a day before the change of administration—was the correction of a great injustice foisted upon the electronics industry. He announced revocation of the grand jury authorization, issued just a year before, which had been stimulated from within the FCC largely as a result of the color-TV fight.

In these columns on Dec. 8, 1952 we sought to call Mr. McGranery's attention to the circumstances surrounding this case, placing 20 corporations in radio, television and electronics under the stigma of criminal prosecutions. This, at a time when Mr. McGranery's task was to root out corruption in the Department, and when the defense program calls for maximum output of our electronics industries.

We are gratified over Mr. McGranery's action. The grand jury now may continue its investigation under civil, rather than the criminal process.

Chances are the whole matter will be dropped, now that it has been determined that, to use the retiring Attorney General's words, there was no finding of "use of force, strong arm tactics or activities of similar nature."

With this cloud dispelled, we can now expect to see the nation's multi-billion-dollar electronics industry stride forward. The next development: Obviously color television and within the next year or two.



THE PURE OIL COMPANY DOES A COMPLETE JOB...

SO DO HAVENS AND MARTIN, Inc. STATIONS

WMBG
WCOD
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The Pure Oil Company is active in all phases of petroleum—from exploration in search of oil to distribution to the consumer. The blue and white Pure sign identifies more than 12,000 friendly dealers, from Minnesota to Florida. Pure's own story of their "complete job" is well expressed in their well known slogan "Be sure with Pure."

Havens & Martin, Inc. Stations could logically use the same phrase of confidence, for listeners and advertisers alike *know* they always receive complete, interested service from WMBG, WCOD and WTVR. They comprise Richmond's one and only complete broadcast institution. These First Stations of Virginia reach and sell the people in the rich markets around Richmond! For you?

WTVR
RICHMOND, VA.
HAVENS & MARTIN INC.
CHANNEL 6
the south's first television station

FIRST STATIONS OF VIRGINIA

WMBG AM **WCOD** FM **WTVR** TV

Havens & Martin Inc. Stations are the *only* complete broadcasting institution in Richmond.
Pioneer NBC outlets for Virginia's first market.
WTVR represented nationally by Blair TV, Inc.
WMBG represented nationally by The Bolling Co.

XUM